

Leaders of the flat world

*All based on values*



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**Corporate video:**

<https://youtu.be/ZiNjBQhfsQY>



## Introducing RCR Industrial Flooring

"In 2006, enterprising managers from two long-established European companies, RINOL and ROCLAND, came together to create a new force in industrial flooring.

Embedded in the Group is more than 50 years of technical and market knowledge. Our companies have been at the frontline of industrial flooring technology as it has grown and developed over the years.

Today we are the largest international organization specialized in industrial flooring and the only one offering a fully integrated service for investors to increase the value of their facilities.

From our engineering and design expertise to our award-winning products and specialist contracting; we are the **"Leaders of the Flat World."**

[www.rcrindustrialflooring.com](http://www.rcrindustrialflooring.com)

RCR Industrial Flooring is part of the Serafin Group, whose philosophy



is based on the 150-year business tradition of its shareholding family. Serafin invests in companies with the aim to foster their long-term development in agreement with all stakeholders. This development is backed by the experience of Serafin's management boards.

[www.serafin-gruppe.de](http://www.serafin-gruppe.de)



**Emilio Esteban**  
*CEO RCR Industrial Flooring*





*The flooring is arguably the most important part of an industrial building.*

*It's the platform on which all operations are carried out... not only is it part of the structure, it is an integral part of the customer's operational process.*

*It is where construction, logistics and manufacturing meet: the flat world.*

*The floor represents the first investment in capacity.*



# All based on values

**This defines the essence of our shared vision of the business with our clients and the importance of Values in our day to day practises.**

## Technical Values

Industrial flooring has become a science supported by university research, international studies, national and continental standards with hard facts.

The definition of the best floors or the most appropriate products is based on the effective solicitations (subbase properties, loading conditions, traffic, temperature...), the right requirements (chemical attacks, flatness, conductivity, sustainability) and the real performance of our systems, all truly certified.

Therefore with our engineers and technicians, we are using the most advanced technologies and equipment to optimize and quantify the properties of a floor (FEM, BIM, Laserscanning ...) and we have developed proprietary software (Pellego™, FloorMaster™...) using the latest

developments in numerical analysis (BigData, Non-linear matrix calculations).

Our group is composed of three interrelated and constantly supportive divisions.

## Economic Value

The investment cost of a floor is not the most relevant parameter. More and more final users consider that the true value of their inversion is the Total Cost of Ownership (TCO) of a floor.

As this floor can deeply affect the client's operations, we always need to analyse together the most critical factors for each project and propose the best options to obtain an optimal productivity with the minimal maintenance.

Therefore, constantly keeping the end user in mind, we manage to generate via operational excellence an extra value for the client's business with a short-term return and minimal risk.





PERMANEO - United Kingdom

### Corporate Values

Business is not only a good combination of technique and money. Trust is the necessary human ingredient which will make sure that promises are becoming commitments and that a long-term relationship is founded on ethical professional behaviour.

Our corporate values of Integrity, Teamwork and Achievement apply to each entity of the group and more important to each of our colleagues.

We are committed to bring the best service to our

clients, not for a spot project but for a sustainable cooperation, creating a unique experience of honest and mutual respect, even in hard times. Your success is becoming the reason of our success.



### ALL IN ONE – ALL FOR ONE

You can rely on all the competences and expertise from RCR to achieve the best result for your floors. The three Divisions (Services, Products, Applications) can each bring you their specific USP's and innovations.

Nevertheless, we can ensure that the best combination is to enjoy an ALL IN ONE RCR service for the creation and follow up of the most performant floors to support and boost your business.



RCR Flooring Applications - South Africa



# Our international reach

## Always close to our customers

Manufacturing, distribution and trade now touch every corner of the globe.

These competitive sectors demand hard working buildings, with floors created to perform and endure the ever-increasing needs requiring minimum maintenance.

Many of our customers are global entities. With wholly owned subsidiaries, associated companies and agents all over the world, our mission is to support them in their international development.

The RCRIF Group is present in countries throughout Europe, America, Asia and Africa.

**RCR International** provides us with the ability to move engineers, technicians and teams with international experience to execute projects in any country in the world where we do not have a permanent presence.

Consistency matters to our clients. That's why we offer the complete assurance that our standards remain constant everywhere in the world.

Our project managers make sure we will respect both deadlines and quality.

Wherever you locate your business, RCRIF will be there to provide your flooring fulfilling your most demanding needs and expectations.






Renovation of warehouse - Ethiopia



RCR Permaneo® | RCR Agromark®

Seafood market in Panama

## RCR Industrial Flooring Group Locations

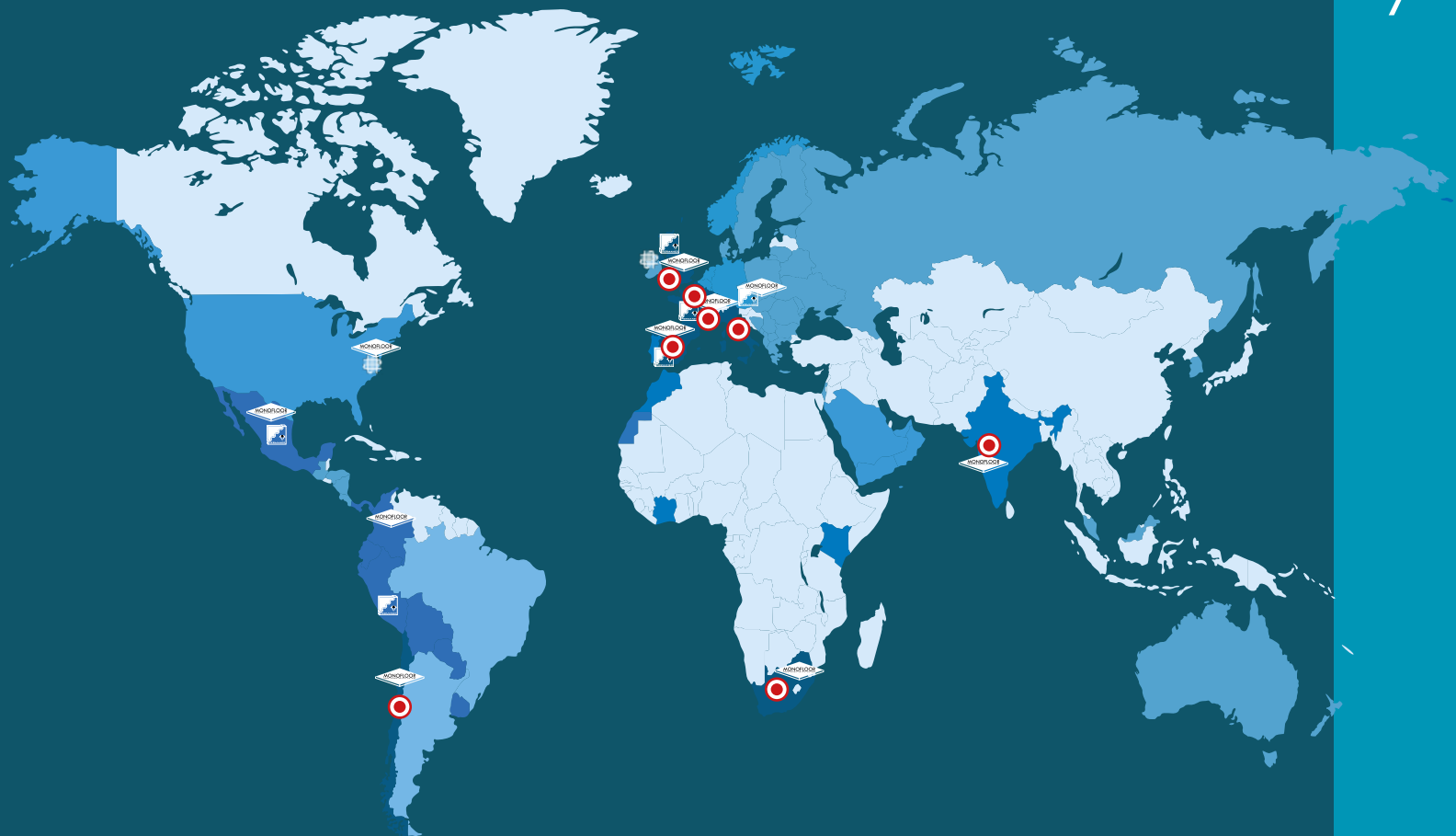
-  RCR Flooring Applications companies
-  RCR International
-  RCR Flooring Products distributors and agents
-  Monofloor
-  Floor Dynamics
-  Permaneo
-  RCR Flooring Products manufacturing plants



RCR MasterMall® - Peru



RCR Agromark® - Spain



Find your local RCR contact at  
[www.rcrindustrialflooring.com](http://www.rcrindustrialflooring.com)

## Strength in integration

With about one thousand colleagues and more than 30 companies in the RCRIF group, we focus on communication and coordination, to harness our global reach for the benefit of the local customer.

We share the same principles and values of integrity and customer satisfaction, achieve operational excellence and constant innovation while being opened to partnerships with first class suppliers universities, and leading research centers.

Our group is composed of three interrelated and constantly supportive divisions.

**RCR Flooring Applications:** installation of exclusive flooring systems adapted to each activity, or to specific requirements.



**RCR Flooring Products:** R&D and manufacturing in accordance with the disciplines of ISO 9001, 14001 and 45001 and other certifications such as CE marking and LEED certificates.

**RCR Flooring Services:** experts in flooring engineering, control and renovations.

Together these three divisions allow us to provide an “ALL IN ONE” service as Leaders of the Flat World.



Kia Motors - Mexico

RCR Industries®





The RCR Flooring Services supports the entire lifecycle from the conception, product specification, execution control, construction support, verification of conformance to standards, maintenance, repairs and renovation.

The creation of the ideal industrial floor starts with a smart design. RCRIF has transformed the renowned **Monofloor** consulting company into an international network of flooring engineers. Monofloor offers its proven experience in floor design and project supervision to major customers.

Our industry leading consultants take account of all aspects, including design, specification, execution methodologies and control of the process.

They have developed in-deep expertise in:

- Calculations (steel fibres, structural engineering)
- Design (AutoCAD, BIM, Revit)
- Concrete mix design
- Surface regularity (coaching and survey)
- Renovation and maintenance
- Conductivity and Repolarization

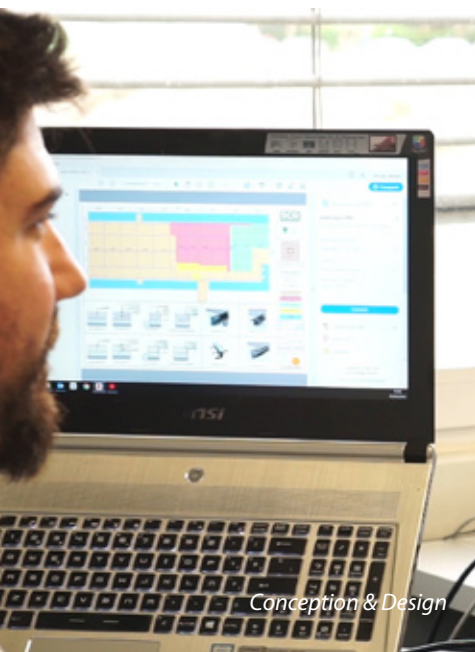


Eaton - Morocco - Monofloor

RCR Dispersive®

**Floor Dynamics** uses the most advanced technology (3D laser scanning, Big Data) to obtain and process data on the surface regularity and condition of the floor. These controls and mapping services help to optimize the performance of the new robotic logistics and intelligent distribution systems.

Monofloor provides expertise support to **Permaneo**, a company which implements industrial flooring maintenance, repair and renovation solutions on behalf of the users or asset managers in order to extend the useful life of the floor. This support is essential to optimize budgets with preventive maintenance.



Conception & Design



E-commerce platform ©EXOTEC Skypod®



Renovation aeronautic workshop



**Optimum floor performance is achieved by skillfully applying the most appropriate specifications and the right products.**

Creating an industrial flooring is as much an art as a science. Our application companies are highly skilled and practiced in working to the tightest standards and tolerances.

The application processes followed at RCRIF are common to all companies. This ensures that projects are carried out in a structured and organized way to ensure the traceability and quality of the processes.

These processes are embodied in the RCR Systems; exclusive flooring systems developed by the most experienced application and engineering teams. The most suitable techniques have been chosen for each specific situation, taking into account the needs of the sectors (such as Agromark®, Frost® or Mastermall®) or construction considerations (such as Conductil®, Basetec® or Piletec®).

Our RCR Systems not only establish the preparation and execution techniques, but also determine the optimum finishes for each solution, whether for concrete and cementitious hardeners or for synthetic resin coatings.

To implement these systems, the companies in the group have the most modern machinery for levelling, spreading or sprinkling of products, including the world's largest fleet of Laserscreeds®.

We operate in 20 countries with established local companies and we can operate worldwide with our RCR International teams or certified partners.







RINOL Allrounder® - Esolia - France

We achieve personalised solutions to fulfil each client's needs, creating the ideal industrial floor with optimal results. Within our flooring portfolio we include:

- Concrete floors (reinforced with fibres or mesh) for any sector using RCR Systems: such as logistics, industrial, aeronautics, automotive and retail.
- Resin systems offering specific finishes for the agri-food, pharmaceutical and electronic industries or commercial sectors using RINOL certified systems.
- Decorative flooring for public or private spaces, both indoors and outdoors, with a wide variety of finishes designed to free up architects' creativity and fulfil the clients' expectations.



Urbadeco® Mineral - France



  
**RCR DECO**  
rcrdeco.com

Deco Master HP - France - Spain



Since the origin of the group, RCRIF has been involved in the manufacture of products for industrial flooring.

RCR Flooring Products are manufactured in seven plants on three continents. We also distribute leading brands to complete our portfolio of innovative solutions.

We provide:

- **ROCLAND** surface hardeners for colour, abrasion and impact resistance, anti-slip properties and durability.
- Reinforced **PERMABAN** joints to protect the edges of construction joints and for effective load transfer.
- **RINOL** resin systems (epoxy, PU, PE, Polyurea, PMMA and Crete) for technical and aesthetic coatings.
- **RINOL** densifiers, curing and sealing agents to improve the curing process and increase hardness and longevity.
- **LINK EVR**®, volumetric concrete stabilizer and concrete admixtures.
- Cleaning, **DRT Polish** and maintenance products: to preserve performance and a glossy appearance.
- **Dramix**® steel fibres that increase the strength and ductility of concrete.
- Flooring equipment: (power trowels, blades, tools, etc.).

We are proud to have world leading and award-winning brands within our product division.



#### ROCLAND

Surface hardeners.  
Admixtures to enhance the properties of the concrete.  
[www.rocland.eu](http://www.rocland.eu)



#### permaban®

**PERMABAN**  
Armoured joints to protect construction joints.  
Construction joint sealants.  
[www.permaban.com](http://www.permaban.com)



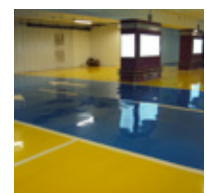
#### RINOL

Synthetic coatings to improve the properties of the floor and enhance appearance and style.  
Curing agents and Sealants.  
[www.rinol.de](http://www.rinol.de)

Visit [www.rcrflooringproducts.com](http://www.rcrflooringproducts.com) to find our distributors in your area.



ROCLAND production plant, La Baume - France





# RCR Going Green

## A bet for the environment.

Green logistics is not just a question of fashion, it is a necessity in order to preserve the planet in a respectful way. In the construction sector, RCR proactively participates and responds to these demands in order to achieve environmental excellence in which all factors are involved.

## Value creation through sustainable development.

Our colleagues at **RCR Flooring Products** have developed products that meet the toughest regulations in terms of emissions and respect for the environment.

ROCLAND hardeners and PERMABAN products are manufactured to LEED certification standards. Likewise, most RINOL products have passed LEED v4 certification.

The application systems have been adapted and optimized with Zero Waste on the horizon.

The exclusive RCR ECOFREEPLAN® and OPTIPAVE® VRS systems have been developed for their great efficiency in terms of durability and reduction of the carbon footprint.

Monofloor's engineers are involved from the conception of the project with an eco-responsible approach.

Appropriate choices on the installation of a floor will also have an impact on increasing the building's lifespan and reducing water and energy requirements, both for maintenance and lighting, thus allowing the best LEED or BREEAM certifications to be obtained.



**We contribute to greater environmental sustainability for a better world.**



## ECOFREEPLAN®

The ultimate eco-responsible and sustainable flooring system



# The challenge of knowledge

Always with the aim of continuous improvement of the sector and encouraging its development, we have created the project “The voice of expertise” to share and present the best techniques for industrial floors.



This program highlights excellence sharing proven operational processes. The standardisation of requirements and procedures will enable the sector to progress to the benefit of our customers.

The programme “**The Voice of Expertise**” focuses on different actions divided into three main areas. On the one hand, the constant collaboration of our engineers with various universities and prestigious associations such as **ACIFC**, **The Concrete Society**, **FeRFA** or **CPD** in the UK, **SFMR**, **Qualibat**, **Specbea** in France or **IMCYC** in Mexico and **ICH** in Chile.

We also carry out activities with open participation to the public in symposiums organised with other complementary service companies for the flooring sector. Finally, taking advantage of technology and digital evolution, we have increased our presence and actions via Internet in the form of webinars, blogs or podcasts on industrial floor engineering.



**RCR Industrial Flooring YouTube channel:**

[https://www.youtube.com/c/](https://www.youtube.com/c/Rcrindustrialflooring-Concrete-Floors)

Rcrindustrialflooring-Concrete-Floors

**Podcast channels:**



*rcr-industrial-flooring*

This search for continuous improvement in all aspects is evidenced in the high number of certifications in the areas of quality, environment and occupational health and safety that the different companies in the group have obtained and maintained over time.





# Major international clients and projects

We are privileged to be able to name many of the world's leading companies and brands as our customers, including Walmart, Coca-Cola, BMW, Airbus, Prologis, Caterpillar, Michelin, DHL, LIDL...

We believe client relationships should be built for the long term. Because we always put our clients' requirements first, we have become a trusted partner, enjoying strong loyalty and repeated business.

We are involved in major investments as well as accompanying our clients in smaller projects and during maintenance and renovation operations.

Our technical support, from design to installation, is highly valued and is available anywhere in the world.

Combined with our guarantees and proven track record, we give clients the confidence to choose RCRIF every time.



1 Airbus-Aerolia, France



2 Nissan, Mexico



3 Tía CEDI, Ecuador



4 Caterpillar-Tractafric, Morocco



5 Decathlon, Spain

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Leaders of the flat world