

Project Report/December 2023

Industrial look for Seidensticker Outlet Store in Bielefeld, Germany, with StoCryl BF 755

The traditional company Seidensticker has opened its administration and an outlet store in the former Bielefeld Anker-Werk II, very close to its previous headquarters.

“The solution is a stroke of luck! We are very pleased that the heart of Seidensticker continues to beat in Bielefeld even after more than 100 years, and in a place with which we associate part of our company history,” said Frank Seidensticker, managing partner of the group, the German Neue Westfälische newspaper quoted. “We are proud to be a future partner in this nationally known area with its attractive and innovative environment. At the same time, there is the opportunity to preserve a building that defines the cityscape.”

In order to preserve and emphasise the industrial look of the building complex, the investor decided to use a colourless coating on the concrete substrate of the outlet store and administration. A total of 8,000 square meters of area were sanded, primed and then given the transparent sealing coat StoCryl BF 755. The material can be rolled up or painted and dries quickly. The PU hybrid can be reworked after just eight hours. StoCryl BF 755 reaches full mechanical strength after around seven days. The result was a matt, transparent surface with an individual industrial “used” look.

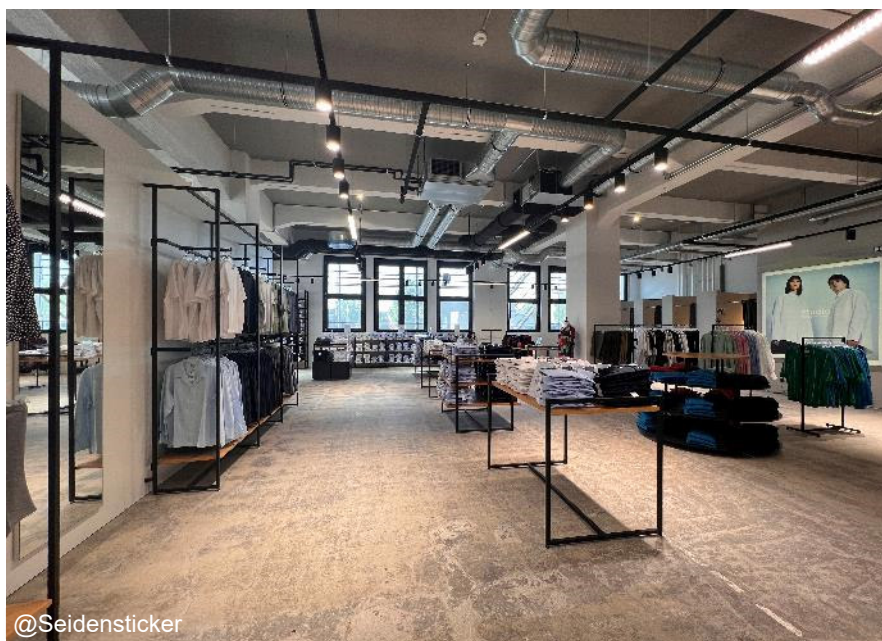
With the choice of StoCryl BF 755 as a floor coating as a special solution, Seidensticker has retained the industrial character both in the outlet store as well as in other areas and has thus achieved the goal of successfully combining tradition and modernity at the new location. The outlet store impresses with its extensive offering. The work and common rooms on five floors received a concept with top-quality equipment and a feel-good atmosphere that employees like to use for personal exchange.

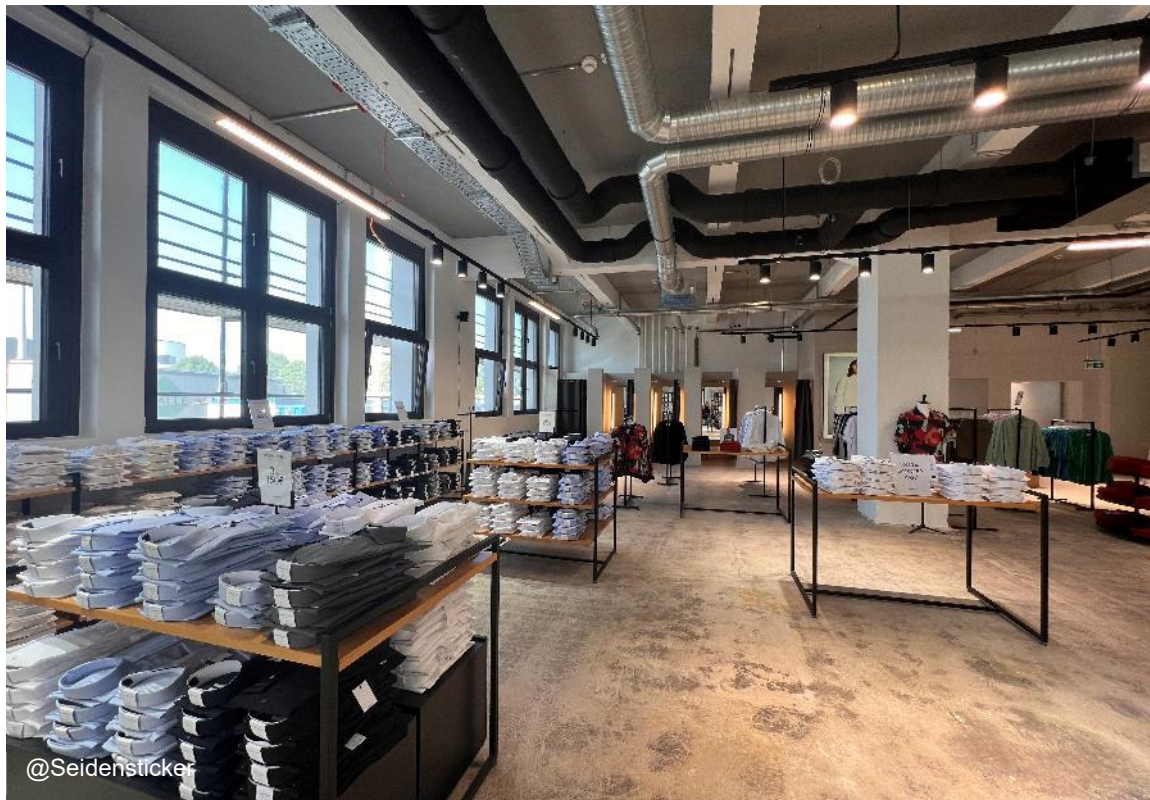
Properties of **StoCryl BF 755**

- For surfaces with foot traffic
- For sales and show rooms, for common rooms and staircases, for cellars and hobby rooms, as sealing coat on StoCryl BF 700
- Transparent sealing coat on concrete and cementitious screed substrates
- Low-emission and abrasion-resistant
- Meets the VOC emission requirements of the Committee for Health-related Evaluation of Building Products (German AgBB)
- PU-Hybrid
- Single-component
- Matte surface appearance
- Quickly drying

Who & What

Project:	Floor coating administration and sales rooms
Investor:	Textilkontor Walter Seidensticker GmbH & Co. KG, Bielefeld, DE
Applicator:	Karl Kley Malermeister GmbH & Co. KG, Bielefeld, DE
Realisation:	8/2023
StoCretec Competence:	StoCryl BF 755



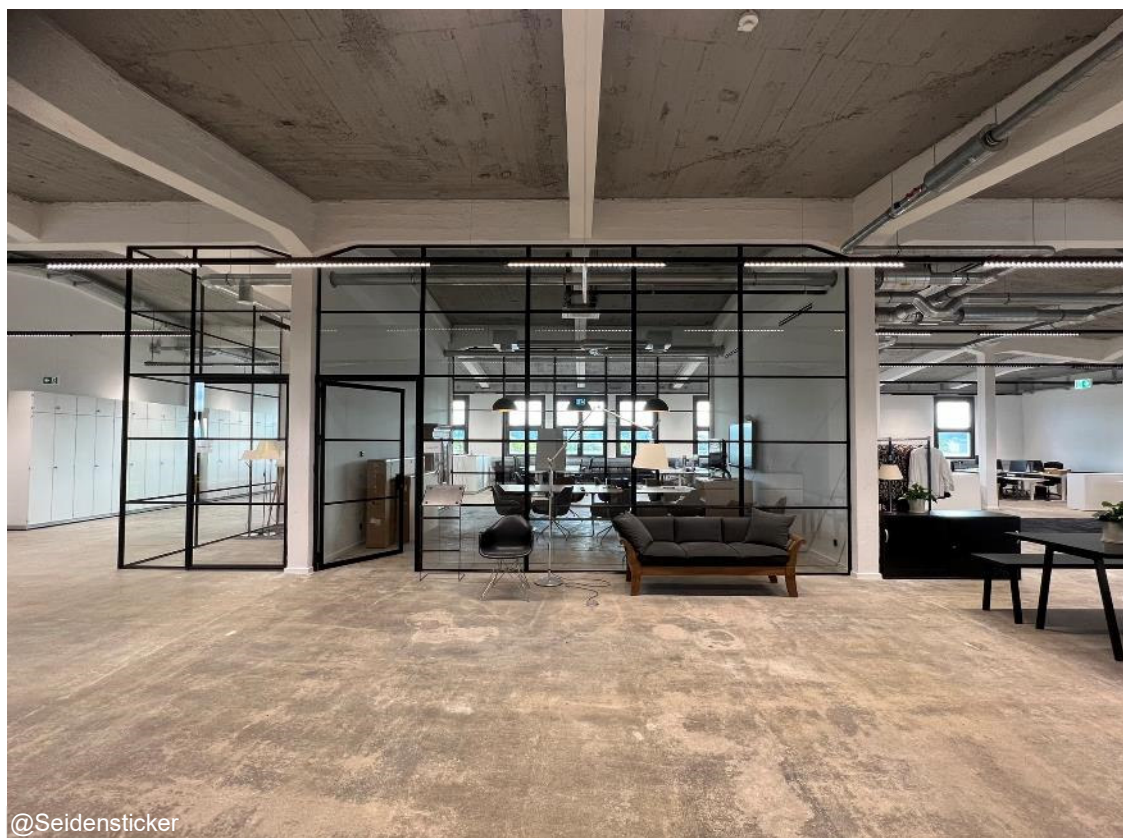




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