

CASE STUDY DURHAM COUNTY

PROTECT YOUR ASSETS AND SAVE TIME KEEPING THEM CLEAN

In August 2018, Nordic Products and Services were approached by Durham County Council to provide a solution for improving the appearance, of the in place floorscape at Durham City Market Place.

The Nordic Porous Surface Restoration and Protection System (Clean & Protect), uses specially developed products for the removal of oil, fat, food and drink stains and general grime and dirt. This is then followed by Nordic Pro-Guard Plus, a fluoropolymer-based protective coating that enables easier and quicker cleaning with the added benefit of the easy release of chewing gum.

Nordic Pro-Guard Plus is a liquid fluoropolymer with no dangerous Volatile Organic Compounds (VOC's) that are bad for people or the natural environment. Pro-Guard Plus is a copolymer type formulation made up of several different polymers, each playing their part in its remarkable performance. Important aspects of this are durability, dispersion, penetration, adhesion, wear resistance, UV resistance, oleophobia and hydrophobia. Its oleophobic property enables it to combat staining and make chewing gum easier to remove. Important considerations are that it does not age yellow, change visual aspects, or make the surface slippery.

Nordic carried out the Clean and Protect system on Durham City Market Place prior to the Britain in Bloom competition which Durham County Council won and became the 'blooming best City in the UK'. Following the successful results at Durham City Market Place, the system was then delivered across 6,000m² in Durham city centre, and over 40,000sqm across Durham County.

Empirical evidence was collected by Bristol City Council's teckal company, Bristol Waste Company and the results showed when a floorscape has been protected with Nordic Pro-Guard Plus, the subsequent clean can be achieved at least 50% quicker than a floorscape which hasn't been protected. As a result this demonstrated a significant cost and time saving whilst protecting your high profile assets.

Oliver Sherratt, Head of Services and Mark Readman, Highways Services Manager at Durham County Council provided the following.

'Delighted to confirm that we won at the Britain in Bloom finals in Belfast at the weekend! We are now officially the blooming best City in the UK and been invited to join in the Champion of Champions. Thank you (Nordic) and your team for everything you did. Your dedication was noted, not just by us but one of the judges even remarked that on the evening before their official judging they walked around the marketplace and was amazed to see part of it being cleaned by hand using a toothbrush! That is dedication for you!' **Oliver Sherratt, Head of Services Durham County Council**

'Nordic has been working with Durham revitalising problem public realm areas and subways, the results have been quite amazing.' **Mark Readman, Highway Services Manager Durham County Council**

If you are interested in discussing the Nordic Clean and Protect system further, please contact Nordic's Business Development Manager - Andrew Pyle on his mobile 07947 259795 or on his email andrew.pyle@nordicps.co.uk.

Durham City Market Place – Britain in Bloom Winner August 2018

