

CONTEMPORARY, TAILOR MADE PRODUCTS FROM FLOREN, AVAILABLE IN THE UK

Michelmersh is excited to announce that from 1st January 2021, it will bring a core range of Floren's popular clay facing products directly to the UK market.

Founded in 1896 alongside the Campine Channel in Brecht, Belgium, and acquired by the Group in 2019, **Floren.be** has been producing premium crafted products sought after by vanguard architects across Europe for many generations. Offering sustainable building solutions using modernised technologies, created with the smallest ecological footprint, Floren's products are highly desirable to architects designing sustainably built environments. Floren's high-quality clay facing bricks are compliant with the most stringent production requirements and are tailor made to the customer's exact specification.

High quality product standards with a low ecological footprint

Aligned with Michelmersh's four company core values, including a commitment to sustainability, Floren's production methods and processes enhance the brand's ethos and endorse its bespoke service.

Floren's bricks are made using Campine Quaternary clays from its own pits. This clay imparts a high compressive strength and low water absorption rate, giving its products excellent technical properties. Alongside producing a brick of technical excellence Floren has sustainability at the forefront of its production processes. Surrounding the entire site, Floren creates a vast natural buffer to encourage the reintroduction of habitats and wildlife and has returned former quarries to fishing lakes that allow nature to flourish. The site has been furnished with 2500m² of solar panels that deliver a large percentage of its electricity whilst consideration has also been given to water consumption with investment in rainwater harvesting.



Already renowned for providing bricks for prestigious award-winning projects, such as Chadwick Hall in Roehampton, shortlisted for a Stirling prize in 2018 and Birmingham University's Conservatoire of Music, winning a 2018 RIBA National Award, Floren has developed a range of popular colours, textures and sizes which appeal to the UK market.



A range of Floren projects in the UK, supplied through The Bespoke Brick Company

Floren offers an outstanding collection of beautiful, sustainable bricks, enhancing the current Group offering and adding further colours, textures and finishes to Michelmersh's extensive collection. The core range available in the UK will include 20 products that can be specified and ordered for delivery, directly to site, from stock held at Michelmersh's UK sites. The full range can be viewed at: www.mbhplc.co.uk/floren

Michelmersh Brick Holdings PLC
Freshfield Lane, Danehill,
Haywards Heath
Sussex RH17 7HH

Tel: 0844 931 0022
sales@mbhplc.co.uk
www.mbhplc.co.uk



MICHELMERSH
Britain's Brick Specialists

Frank Hanna, Joint Chief Executive Officer, comments: "The existing collection of award-winning Floren projects showcased across the UK, is testament to the popularity of these contemporary bricks working in unison with our built environment to enhance the local vernacular."



Please contact our sales office for more information or to request a sample on 0844 931 0022 or fill out the Floren enquiry form on the following link: www.mbhplc.co.uk/floren-be-enquiry

FLOREN.be

avorio
brigand
castor
delta
meteor
pallas
brunello
canopus
gothiek
lucca
polaris
pollux

www.floren.be
www.mbhplc.co.uk/floren
www.bimbricks.com