PRESS RELEASE

Partnership brings local DIY television show to Concreate

*Concreate recently became the set of the local DIY television show ‘DIY met Riaan’*

**12 April, 2012:**In partnership with cement and concrete giant AfriSam, **Riaan Garforth-Venter** and his new DIY side kick **Freedom Hadebe**, joined the rest of the Setsebi Productions team at the Concreate show house in Fourways, Johannesburg to film an episode of the well-known local DIY TV show, ‘DIY met Riaan’.

The show will be aired on Saturday, May 26 at 08:30 on SABC 2 and shows viewers how to lay a concrete floor.

In the new season of the show, Garforth-Venter introduces a new “How To” section, which teaches viewers all about cement, including how to choose the correct cement for specific projects, mixing the product, plastering and brick laying. The team also go on a site visit to AfriSam’s cement plant in the Northern Cape to find out how cement is made.

On the first day of filming, the team demonstrated how to lay a concrete floor and which products are best for the job. They then returned a few days later to film the final product after it had been mechanically ground and polished by Concreate.

“We are very proud to have the show filmed at our show house. We hope that this will expand our name to the industry, as well as build a strong working relationship with AfriSam, who have recently come on board as Concreate partners, and sponsors of the DIY met Riaan show,” says Concreate director **Peter Norton**.

AfriSam marketing manager, **Victor Bouguenon,** explains that through this partnership, which came about in the latter half of last year, AfriSam and Concreate aim to co-develop, trademark and market a range of architectural concrete products and solutions.

“AfriSam is renowned for its consistent quality in the ready mixed concrete market and has a strong presence in the major urban nodes. This complements Concreate's cutting edge position in decorative concrete finishes. AfriSam is also building a presence with the architectural profession through its close association with the South African Association of Architects (SAIA) and its sponsorship of the AfriSam-SAIA Award for Sustainable Architecture and sees its close working relationship with Concreate as a means to further entrench its position with the specifiers,” he concludes.

***Ends***

**About Concreate**

Concreate is an interactive hub where anyone can experience the world of concrete. Architects and interior designers can be inspired through the showroom and create their unique designs using our products, while builders and contractors have the opportunity to offer their clients attractive and decorative finishes that are time saving, cost saving and energy efficient,”

**Concreate Contact**

Peter Norton

Director

Tel: +27 11 323 2900

Fax: +27 11 823 2103

Mobile: +27 82 600 5619

Email: [peter@concreteflooring.co.za](mailto:peter@concreteflooring.co.za)

**Media Contact**Mary-Anne O’ DonnellNGAGE Public Relations Phone: (011) 867-7763Fax: 086 512 3352Cell: 072 780 2675Email: [mary-anne@ngage.co.za](mailto:mary-anne@ngage.co.za)

Web: [www.ngage.co.za](http://www.ngage.co.za)

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