

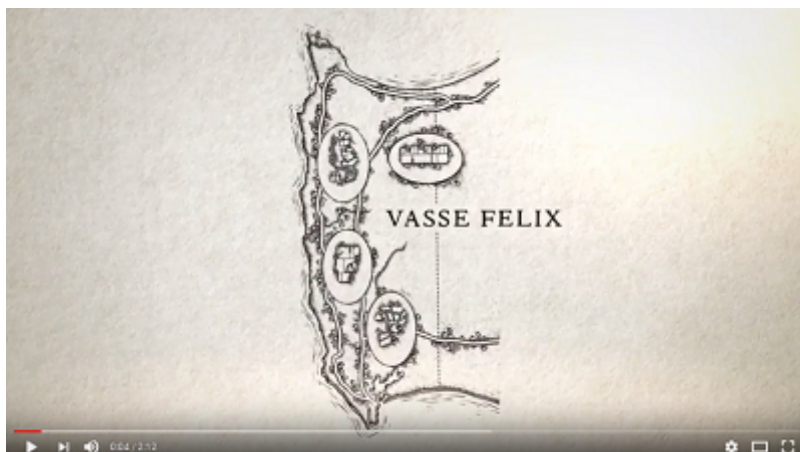
# Floor Covering Media

Your Gateway to the Floor Covering Industry

## Roxset coating system chosen for winery in Western Australia



For those not completely familiar with Australian wine country, the Margaret River Wine Region is positioned in the south-west corner of Western Australia. Vasse Felix is Margaret River's founding wine estate established in 1967. The estate includes four vineyards throughout the region each chosen for their unique topography, microclimates and natural drainage.



The chief winemaker of Vasse Felix, [Virginia Willcock](#), has more than two decades of Margaret River winemaking experience. Among her many achievements, Willcock was awarded "Winemaker of the Year" in 2012. The winery building in Cowaramup had significant areas of failing and worn concrete showing visible aggregate, coving breakdown, floor drainage problems and underfoot safety risks.

# Roxset®

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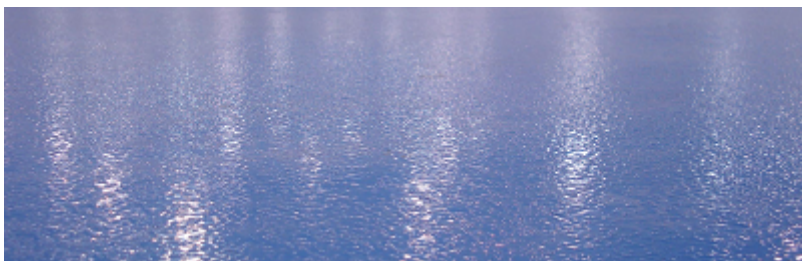
Vasse Felix turned to Roxset for their specialized services in resolving such challenges. *"Roxset has delivered an incredibly hard and durable surface with its SE solution,"* said Willcock who added *"it protects a very valuable winery floor asset that was deteriorating."*



Wilcox pointed out that *"working with the diversity of yeast from each vineyard section, and fermenting with wild yeast, it is critical a dominating culture does not permeate from unhygienic floors. We are pleased the new floor coating has given our winery a fresh clean finish which makes it a positive environment both mentally and physically for our staff."*



Notably, the Roxset SE coating system provides the ultimate protection required by wineries who have deteriorating concrete with the challenge of bacteria build-up of wild yeast, acids & salts and the impact of forklift traffic.



Working with Willcock, Roxset upgraded over 1000 square meters of space with the Roxset SE solution to key areas of the winery. These areas include: fermenting, bottling, cellar and barrel-washing areas. Roxset epoxy screeds and ceramic additives have assisted in providing long-lasting protection to exposed concrete. The new Roxset floor will withstand constant forklift traffic and barrel-wash impact.

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Engineering excellence tailored specifically for you

Roxset is an expert in the installation of high-grade seamless floor coatings to the wine industry over the past 30 years.

Floor Covering Media publishes  
press releases called Flooring Updates.



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# Flooring Network

For those in the market and those that serve it

Floor Covering Media is  
a social media network.

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