

## WHO ARE WE

Founded in 2018, Wallco Holdings is a quick growing Singapore based company specializing in Wall & Floor texture coatings.

Here in Wallco, we believe colours and textures are more than just mere decorative elements. They tell stories and they create unique connections between a space and its users. And we, are committed to help you tell your stories.

# URBAN CONCRETE

## BEYOND STONES

In this issue of ON THE WALLS, we will be introducing to you our URBAN CONCRETE series.

**Imitating the structure of concrete, this series is a beautiful fusion between the elegance of architectural lines and rawness of solid cement effects, naturally exalting the beauty of modern industrial inscribed within urban living.**

Coming in the form of mineral plaster coating, the URBAN CONCRETE series is suitable for both interior and exterior applications. They are made of seasoned hydrated lime putties, white cement, carefully blended with specific aggregates and rheological modifiers to ensure excellency in quality and workability. Be impressed by its durability and resistance to harsh weather conditions such as strong sunlight or heavy rain as well. Its anti-algae acrylic-siloxane components makes it a fine plaster coating for exterior applications too.

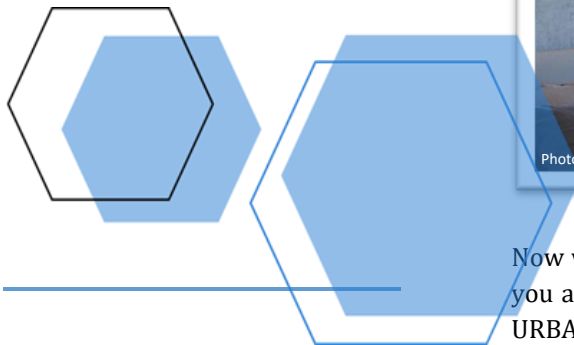
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## DID YOU KNOW

CONCRETE WAS INVENTED IN ANCIENT ROME.

Concrete was first developed by the Ancient Romans where they mixed crushed stones with sand and water to create a slick paste that could be used to form tiles and blocks. However, for some reason, this building material fell out of favour until the middle ages, when it sprung up in use again.

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## FIND US

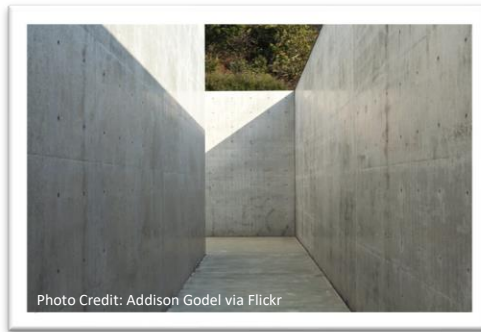
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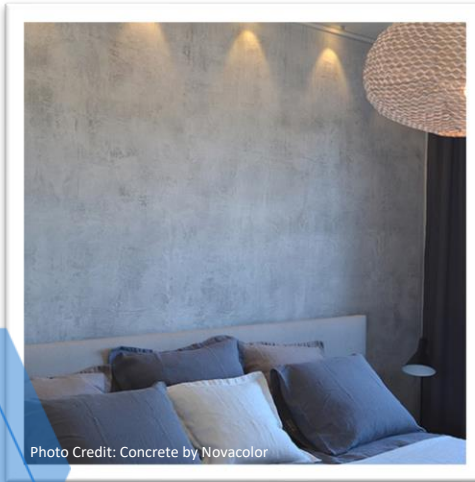
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The solidity and unpolished beauty of concrete also effortlessly elevates the aesthetical appeal of modern industrial living, making it a popular texture choice among designers today for interior applications.



Now we have got the texture, how about the colours? What if grey concrete is not what you are looking for? Looking to spice things up with bolder colours? Worry not as our URBAN CONCRETE series is also customizable in terms of colours.



More colour choices are available in our URBAN CONCRETE series.

If our URBAN CONCRETE series is what you are looking for then wait no more! Contact us for more information today.