



# SIKA AT WORK

## HURGHADA CITY CENTER, EGYPT

TILING SYSTEMS: SikaCeram®-205 Large

BUILDING TRUST



# HURGHADA CITY CENTER



## PROJECT DESCRIPTION

Hurghada City Center shopping mall and entertainment complex is the new Red Sea icon with more than 300,000 m<sup>2</sup> land area and 400 shopping outlets with a first class cinemas and indoor family entertainment facilities, with initial investment of more than 1.5 billion Egyptian pounds.

## PROJECT REQUIREMENT

Tiling walls and floors with marble cuts and natural stone mosaic, indoors and outdoors.

## Special Requirements

The use of pre-packed tile adhesive with high bonding strength to hold the marble tight on plastered walls, with white cement based tile adhesive to overcome the staining problems of traditional techniques.

Our most current General Sales Conditions shall apply. Please consult the most current local Product Data Sheet prior to any use.



## SIKA SOLUTION

SikaCerem<sup>®</sup>-205 Large: Cementitious adhesive consisting of high quality cements with a high polymer content, suitable for fixing natural stone and marble tiles, with high bonding strength of approx. 1.2 N/mm<sup>2</sup>.

## Why Sika

Sika international brand name, strong technical support, continuous follow-up, corporate visit and trainings for applicators, as well as availability of materials in Red Sea Area.

## SIKA PRODUCTS

SikaCerem<sup>®</sup>-205 Large: 120 tons

## PROJECT PARTICIPANTS

**Contractor:** Alecon for Contracting  
**Owner:** Arab Investment Group of Al Faisal Holding (Hilton Hurghada Plaza Owner)  
**Consultant: Project:** Shaker Consultancy Group  
**Management:** Projacs  
**Supplier:** Sika Egypt for Cons. Chem. S.A.E..

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