

## History

The market of coatings for concrete floors more expressively developed in Brazil in the decade of 1980. It was at that moment that the epoxy coatings self-levelling compounds began to occupy an important space in various industries due to its outstanding mechanical properties, chemical resistance, aesthetic factors and great ease of cleaning.

Despite the decades of 80 and 90 marked by great economic instability, there was strong expansion of industrial base, especially in the automotive, food and beverage, cellulose and paper, and pharmaceutical, which made the floor coatings sector began to offer a large amount of specific solutions for each segment.

If on one hand the sector's expansion was a relevant fact, the lack of appropriate criteria and standards for the manufacture and application of coatings put at risk sector's reputation, since works of coatings performed with inappropriate products and incorrect application had the occurrence of pathologies.

A working group composed of coatings and equipment manufacturers, consultants and research labs and tests of materials created to discuss and establish practices for standardizing the various types of coatings and its applications.

With the support of the ABCI (Brazilian Association of Industrialized Construction of Concrete) and Ibracon (Brazilian Institute of Concrete), was created a workgroup called GT-RAD (Workgroup of High Performance Coatings), who led the process of research on the subject and gave rise to the drafting of the technical standard NBR 14050, which was released in 1997 on international technical event at the Institute of Engineering in São Paulo (SP).

New RAD companies and, above all, others operating in the market of industrial floors, gathered to discuss the segment that, at that time, already featured robustness. With a critical view on priorities, and enriched by the history of new participants, analyzed the moment and realized the necessity of the universalization of the work and the dissemination of sector.

The group took as priority develop a marketing platform for the expansion of the segment so ruled. So, prepared a sectorial strategic planning called PEMP-Market Expansion Project of Floors, pointing several high-impact marketing actions. After some months of work, the PEMP presented in a plenary session and the market shares provided for structured through the creation of **ANAPRE – Associação Nacional de Pisos e Revestimentos de Alto Desempenho** (National Association of High-Performance Floors and Coatings)

Officially, the entity founded in April 30, 2004, having elected in his first mandate as President, Eng. Levon Hagop Hovaghimian.