



## Watco helps keep the wheels turning!

Cyclehoop was launched in 2008 when founder, Anthony Lau, spotted a gap in the market following his bicycle being stolen. He created the business with a mission to make cycling easier, safer and more convenient in order to encourage more people to enjoy a greener, healthier way of travelling.



### Location

Bloomsbury Square,  
London, UK



### Building

Cycle hub



### Requirements

Security  
Low maintenance  
Hard wearing



### Products used

Watco Epoxy Gloss Coat

### Product Spotlight

Watco Epoxy Gloss Coat; our water based coating, was a must for this project. Alongside providing a hard wearing finish, it also protected the floor against surface contamination.



## Project details

Led by a team of cycle enthusiasts, Cyclehoop now creates, delivers and manages innovative cycle parking infrastructure internationally from shelters and hubs to pumps and repair stands for both public and commercial organisations. In fact, Cyclehoop now boasts the largest cycle parking rentals network in the world.

In 2015, Midtown Cycle Vault was opened as a first of its kind multi-purpose, public cycle facility in an underground car park in Bloomsbury Square, London. The futuristic hub caters for 100 cyclists, providing secure cycle parking with a multitude of benefits including: 24-hour access, lockers, showers, complete CCTV coverage, 24/7 monitoring by staff, access via a personalised key fob, and communal maintenance tools, as well as its very own repair area.

## Project requirements

Security was key when creating the facility, but Cyclehoop also wanted to offer an inviting area where cyclists could complete their commute, safe in the knowledge that they could easily get ready for work, and could also store their bike securely for as long as they required.

The floor was a key component in Cyclehoop's development process. The team wanted a low maintenance, hard wearing floor finish that would withstand heavy, frequent footfall and the associated wear and tear. Health and safety was also a top priority throughout the project, to ensure that hazards would not be created if the floor was exposed to slippery substances, such as bike oil.

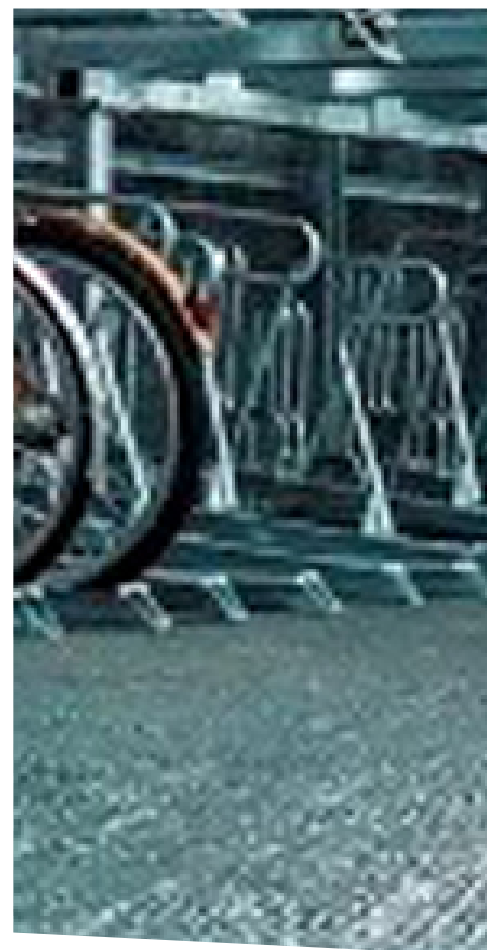
## The Watco solution

Following an assessment of the business' goals by Watco's expert team, it was concluded that the solution would need to balance a durable finish, with a premium look.

Watco's Epoxy Gloss Coat proved the perfect match for these requirements with its abrasion, scratch and impact resistance making it incredibly durable and able to withstand a high volume of daily foot and bike traffic. The water-based epoxy resin, with a rapid drying formula, is easy to apply and dries quickly, significantly reducing the amount of downtime required or the need for re-coating.

In addition to ease of use and durability, the solution would also need to protect against surface contamination, from bike oil used in the repair areas or rain brought in on shoes and bike wheels, which would increase the risk of slips, trips and falls. The Epoxy Gloss Coat was formulated with resistance to oil, solvents and other cleaning chemicals, helping to prevent such accidents and making it the perfect fit. Furthermore, it is odourless, which is vital for an underground location with minimal air flow.

**“We are delighted with the outcome which completely revitalised the appearance of the warehouse, protecting the floor for many years to come. Epoxy Gloss Coat is an extremely tough product, so ideal in high traffic areas where durability is important”**



**watco**<sup>®</sup>

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