



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 m² 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[®]-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/mm².

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[®]-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..

SIKA SERVICES AG
Tueffenwies 16
CH-8048 Zurich
Switzerland

Contact
Phone +41 58 436 40 40
www.sika.com

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