



## Waterside, Kingston, West Sussex

**Parex contributes to Art Deco appeal of exclusive home.**

The classic Art Deco lines of a prestigious seashore home on a much sought after private estate in West Sussex have been created using a render system from Parex.



Waterside is a stunning architecturally designed 4,000 square feet plus property with generous contemporary styled internal accommodation incorporating the latest technology.

An exclusive new-build venture by the multi award-winning Pure Group, Waterside features a modern style seaward facing aspect but relies heavily on Art Deco influences reminiscent of the classic styling of the 1920s for its main entrance elevation.

The newly completed property relies on the highest quality specification of material and finishes throughout with visual impact essential for its beach front location.

# CASE STUDY: Renders & Façade Systems

**PAREX**  
Building expertise, together



The Parex render system was specified by the in-house team with Rendco Rendering Ltd, of Sussex, in charge of the application.

Firstly, they sealed the blockwork using Parex Micro Gobetis 3000 bonding coat, then applied Parex Parmurex base coat at 6-7mm embedded with the Parex TV10 reinforcing mesh. A further 10-12mm coat of Parmurex was spray applied and trowelled flat to receive the Parex DPR Optimum Sand Fine top coat in Marble White which was specified as most suitable for the coastal location of the property.

Gary Redman, company director of Rendco said: "This counts amongst our most prestigious projects to date and we are particularly pleased with the results gained, as is the client. Finishes like these are best achieved using Parex products".



Explains Adrian Marmont, owner of The Pure Group: "We chose the Parex system because we have used their renders previously and were looking for a high quality fine finish top coat, befitting our fabulous Art Deco inspired house. We are delighted with the end result as the finer texture offered by Parex is one of the best finishes we have seen."

**Client:** The Pure Group  
**Main Contractor:** The Pure Group  
**Applicator:** Rendco Rendering Limited, Sussex



## PAREX MATERIALS USED

Bonding coat: Parex Micro Gobetis 3000  
Base coat & primer: Parex Parmurex  
Reinforcement: Parex TV10 Mesh  
Top coat: Parex DPR Optimum Sand Fine in Marble white

*The property is being offered for sale by Knight Frank.*

PAREX LTD, Holly Lane Industrial Estate,  
Atherstone, Warwickshire CV9 2QZ  
Tel: 01827 711755 Fax: 01827 711330  
email: [enquiries@parex.co.uk](mailto:enquiries@parex.co.uk)  
[www.parex.co.uk](http://www.parex.co.uk)



**PAREX**  
Building expertise, together