

## PRESS RELEASE

### Belgian material shines at the Osaka World Expo

*BEAL International impresses in Japan with its MORTEX® brand on a 900 m<sup>2</sup> rest area.*

**At the Osaka World Expo, which runs until mid-October, a Belgian innovation adorns a remarkable part of the infrastructure. In rest area number 4 – a 900 m<sup>2</sup> public area where visitors seeking peace and quiet can catch their breath in a gently shaded, undulating landscape – BEAL International's MORTEX® mineral brand makes a subtle yet striking impression.**

The use of MORTEX® brand coating in this project is no coincidence. Japanese construction company Kadowaki Construction was looking for a material that was both functional and aesthetic: crack-resistant, colour-fast and able to blend in perfectly with the natural environment. Of all the options considered, only MORTEX® mineral coating met all the criteria. The warm, earthy colour allows the surface to blend into the surrounding ground. The aesthetic is perfectly in tune with the Japanese sensibility for simplicity and harmony with nature.

Project manager Shinichi Kadowaki explains: *"We didn't originally consider the MORTEX® brand. We were thinking of a classic coloured mortar, gravel paving or even resin-based treatments. But we kept coming up against technical limitations, such as cracking, the risk of slipping and colour variation due to humidity. Colour retention was a real challenge given the changing Japanese climate. Thanks to its neutral, pigmentable base, MORTEX® coating offers great creative freedom. By playing with precisely measured pigments, we were able to maintain a stable, earthy colour that is perfectly suited to the environment. The idea of using MORTEX® plaster came up during an informal chat with a friend. He told me about how the plaster works, and as we discussed its technical properties, I realised that it was just what we needed. And it turned out to be a masterstroke.*

The collaboration went very smoothly, thanks to a team of Japanese craftsmen experienced in applying MORTEX® coating, including Ishihara Plastering and Ribre, both MORTEX® trainers in Japan. Three to four samples were developed before the final design was approved, with particular attention paid to adhesion in wet weather.

For BEAL International, this project is **an exceptional showcase**. Japan is a strategic export market for the Walloon company, and implementing its processes at the World Expo opens the door to new growth in Asia. "The fact that our product was chosen for such a visible and intensively used part of the World Expo is very special. *I see it as the culmination of years of work by our R&D team to achieve the best possible product, as well as the result of ever-stronger collaboration with our international partners,*' says Barbara Thiry, CEO of BEAL International. 'This proves once again that sustainability, aesthetics and innovation can go hand in hand in an admirable way."

No fewer than 3,570 people worked together to create this rest area, a project that took 299 days to complete. Even the washbasins in the sanitary facilities have been finished with MORTEX®. The most intense period was between November and December 2024, when contractors were working simultaneously inside and outside, making coordination particularly challenging. To keep an overview, a temporary office was even set up in the building. Anyone wishing to discover the rest area in person can visit the Osaka World Expo until 13 October 2025 inclusive.

## **MORTEX® technical data sheet for rest area no. 4 (Osaka World Expo)**

Design : MIDW architects + Niimori Jamison

Construction : KADOWAKI CONSTRUCTION Co.,Ltd.

### Total surface area:

900 m<sup>2</sup> (rest area open to the public, with seating, paths and sanitary facilities)

### Finishes used:

- Exterior floors: MORTEX® mineral coating
- Colour: an earthy brown chosen from the wide range of colours offered by BEAL International, specifically to match the surrounding floor
- Interior floors: MORTEX® flooring
- Washbasins: MORTEX® mineral coating (interior)

### Effect and finish:

Three or four samples were produced to achieve the desired effect. The finish has a rough texture, ideal in wet weather for this outdoor surface, which needs to be as non-slip as possible.

### Substrate and preparation:

MORTEX® coating was applied to a poured concrete substrate. As this base layer had numerous expansion joints and concrete repair lines, these had to be carefully treated first. This step is necessary for applications on exterior concrete, particularly in areas subject to temperature fluctuations or heavy use.

## **About BEAL International**

[BEAL International](#) is a major global player in innovative products for the construction and decoration sector. Based in the Namur region, this Belgian family business, which celebrated its 50th anniversary, has undergone remarkable growth since its foundation in 1974. With exports accounting for 65% of its business and customers in more than 50 countries (including Japan as its main export market), the company continues to grow internationally. Today, the company employs around 40 people.

BEAL International enjoys an international reputation with three leading brands:

- [MORTEX®](#) - a mineral coating combining technical performance and aesthetics, used for over 50 years as a versatile alternative to waxed concrete. Composed of 95% natural ingredients sourced in Europe and manufactured in Belgium, this neutral, pigmentable product offers endless colour possibilities. Its natural stone-like appearance and soft texture make it a sustainable, aesthetic and sensory solution.
- [BEALSTONE®](#) - a continuous, jointless mineral coating with a terrazzo/granito appearance
- [CAPILASIL®](#) - water-repellent solutions against rising damp and surface moisture.

BEAL International designs, manufactures and distributes its products. Thanks to a network of distribution partners in different regions of the world, the products are available everywhere: from Europe to Asia, with a particularly extensive network in Japan.

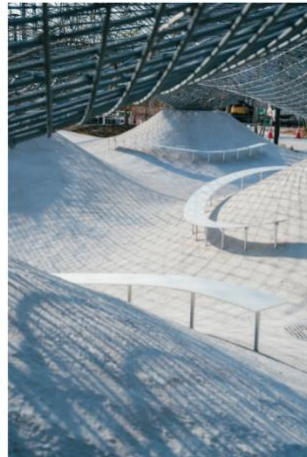


Photo: Yosuke Ohtake