

Contemporary Concrete Floors.

Seamless concrete flooring for **commercial**,
residential, and **industrial** environments.



A modern living room interior featuring a dark brown leather sofa with a white throw blanket, two black armchairs, and a glass coffee table. A large window with sheer curtains is in the background, and a black ceiling fan is visible. The text is overlaid on the left side of the image.

Designed for performance,
durability and architectural
impact, with a uniquely
hand-crafted finish for
every project.

Our Core Sectors

Commercial

Retail, hospitality (both front of house and back of house), offices, education, and public spaces. Designed for traffic durability, hygiene and presentation.



Commercial

Residential

Architectural homes, renovations and multi-residential. Seamless modern finishes with bespoke aesthetic.



Residential

Industrial

Warehouses, factories, and workshops. Heavy-duty systems designed for function and compliance.



Industrial



Who We Are



Urban Concrete Floors is a Victorian based flooring company with multiple teams specialising in seamless concrete flooring systems across commercial, residential and industrial projects.

With extensive industry experience, we partner with builders, architects and property owners to deliver durable, compliant and visually refined flooring solutions.

- Over 15 years industry experience.
- Projects from residential homes to large-scale commercial and industrial facilities.
- Trusted by national brands and repeat clients.

15 Years
Experience.

Why Choose Urban



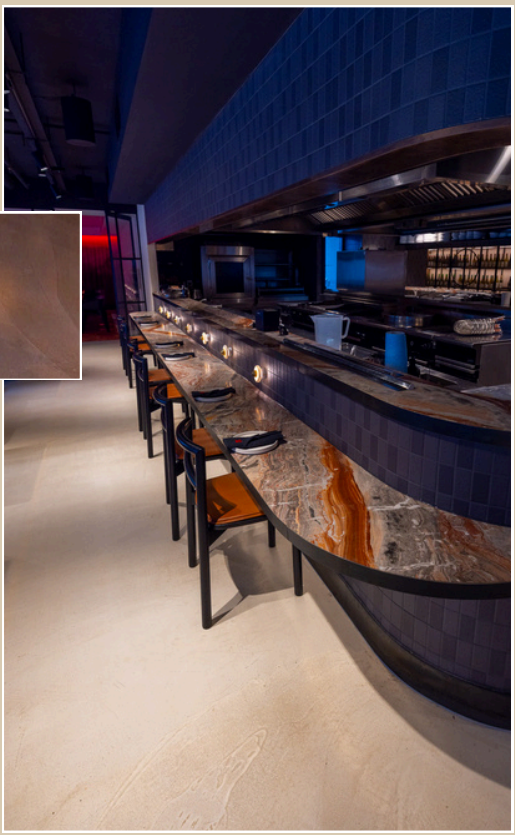
Urban Concrete Floors offers a unique portfolio of concrete floor finishes, designed to appeal to customers seeking a seamless, design-forward surface.

- 🔧 Finishes That Belong
- 🔧 Hand-crafted finishes
- 🔧 The Beauty of Bespoke
- 🔧 Detail-Driven Execution
- 🔧 Collaboration, Not Just Installation

As pioneers in seamless concrete flooring solutions since launching over 15 years ago, we offer a broad range of flooring systems, to suit most residential, commercial and industrial projects, delivered by highly trained specialist staff.

Decorative





styles
layers
overlays

Polished Pewter

Decorative Overlay



Residential + Commercial

At Urban Concrete Floors, every floor we create is entirely bespoke. Our finishes are applied through a carefully layered, hand-trowelled process that allows the surface to evolve naturally as it is built.

No two slabs are the same, and our finishes respond to the character of the concrete beneath them. Variations in substrate condition, light, pigment blending, and application technique all influence the final result.

Our Finishes

Pietra Burnish

Decorative Overlay



Residential + Commercial

Pietra Burnish creates a refined look with a multi-layered decorative overlay applied on-site using bespoke hand-trowelled techniques.

Engineered for durability, it provides a seamless finish designed to withstand the demands of daily use. Subtle movement and gentle tonal variation create depth without distraction, and as each surface is individually handcrafted, no two finishes are ever the same. The result is a smooth, contemporary floor with a soft low lustre that feels modern, understated and distinctly architectural.

Our Finishes

Micro-cemento

Decorative Overlay



Residential + Commercial

Our hand-trowelled *Microcemento* finish combines a natural 'stone look' elegance with durability. With subtle undulations that add depth and character, this versatile finish can be applied indoors or outdoors, creating a seamless transition between spaces.

Built to last with a high compressive strength and enhanced by a penetrating sealer, *Microcemento* delivers a timeless, sophisticated aesthetic that elevates any environment.

Our Finishes



Urban
Stores

Urban Stone

System



Residential + Commercial + Industrial

Urban Stone is a proprietary seamless flake flooring system developed by Urban Concrete Floors for commercial and public-facing environments.

It is particularly well-suited to basements, man caves, play centres, entertainment complexes, gyms, and expansive shared spaces where durability must be balanced with a considered aesthetic outcome.

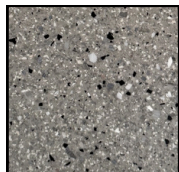
Our Finishes

Our Urban Stone System is a durable finish for many spaces:

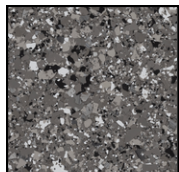
- Garages & Workshops
- Gyms & Exercise Areas
- Factories & Warehouses
- Hospitals & Amenity Areas
- Educational Facilities
- Alfresco Areas
- Basements & Man Caves
- Showroom Floors

We have a range of colours designed to complement most surfaces.

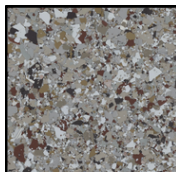
Hybrid Range



Shale



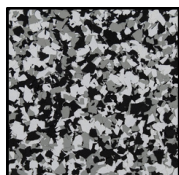
Obsidian



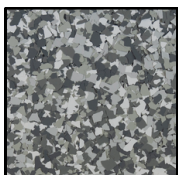
River

*Slight variation in
per M2 pricing*

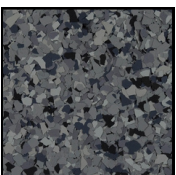
Standard Range



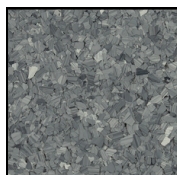
Orca



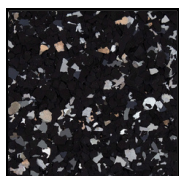
Stonehenge



Twilight



Graphite



Shadow



Bush

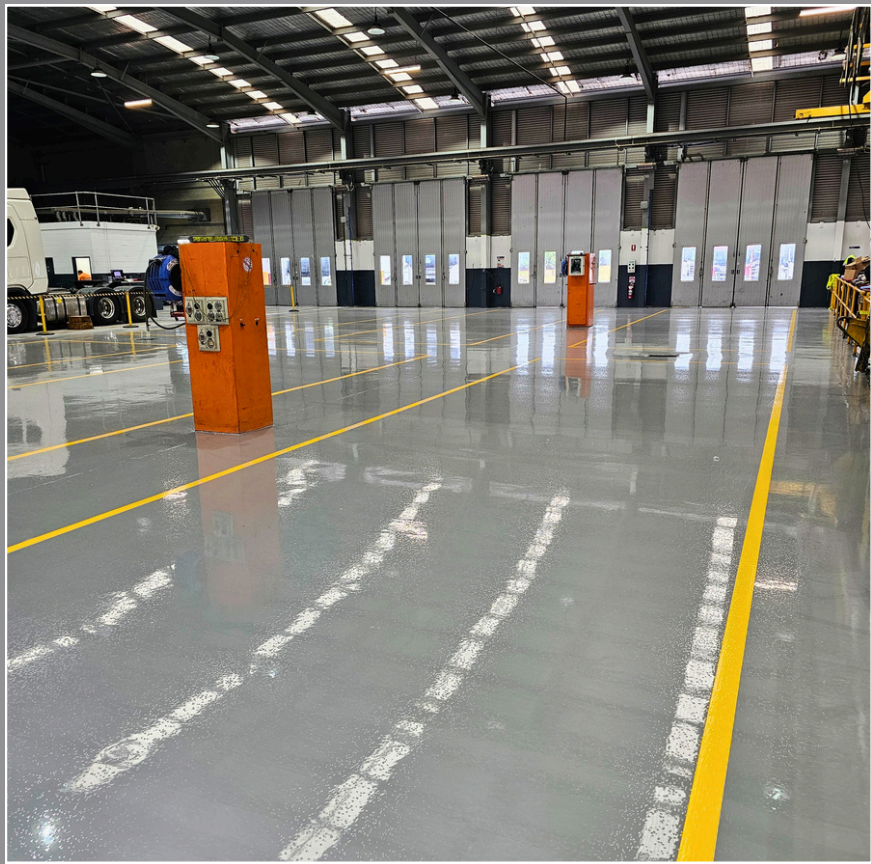


Shelly Beach

Our *Urban Stone* system delivers a resilient, hard-wearing surface while offering strong aesthetic flexibility through flake selection.

It is designed to perform in large, high-traffic environments while maintaining a consistent, visually appealing and long-lasting. It is also suitable for garages and alfrescos where the same durability and visual consistency are desired.

DISCLAIMER: While every effort is made to ensure the colours shown on our promotional material are as accurate as possible, different monitors & devices produce and represent colour differently. For this reason, always check your colour choice either from samples/boards shown to you, or in our showroom.



Urban Industrial

Urban Industrial

Supafloor



Urban Industrial Supafloor is a high-performance flooring solution for warehouses, factories, and industrial environments.

Designed for durability and compliance, it features chemical and abrasion protection, and a seamless, impervious finish. Built for demanding use, Supafloor delivers a long-lasting, low-maintenance surface that reduces downtime and repair costs.

Our Finishes



Urban
Commercial

PU Cement

Urban Commercial



Commercial + Industrial

Our *Urban Commercial* flooring, PU Cement, is a high-performance flooring system designed for demanding commercial environments, particularly food and beverage facilities.

Engineered for durability and compliance, it offers exceptional resistance to heat, chemicals, impact, and thermal shock, with non-slip options to meet safety standards. Fast-curing and moisture-tolerant, PU Cement delivers a long-lasting, hygienic, and low-maintenance surface that supports efficient operations and minimises downtime.

Our Finishes



Urban Warehouse

Urban Warehouse

Grind and Seal



Commercial + Industrial

Urban Warehouse is our refined grind and seal finish, selected primarily for commercial environments where the existing concrete substrate is sound and suited to this application.

Our Finishes

It delivers a seamless, rustic aesthetic that reveals the natural character of the slab, exposing existing aggregate and natural tonal variation. As this system works with the concrete that is already in place, the final appearance is inherently shaped by the condition, composition and history of the slab itself. Designed for spaces where an authentic, aggregate finish is desired, *Urban Warehouse* celebrates the honest texture and movement that are intrinsic to concrete.



Urban Polish

Urban Polish

Mechanical Polish



Residential + Commercial

Mechanical polish finishes are selected where a highly polished, exposed aggregate aesthetic is required. The final appearance is highly dependent on the concrete mix, aggregate distribution, original pour and MPa of the slab.

With both a grind and seal, and mechanically polishes finishes, the result is inherently influenced by the existing concrete slab.

Our Finishes

The Nature of a Truly **Bespoke** Finish

At Urban Concrete Floors, every floor we create is entirely bespoke. Our finishes are applied through a carefully layered, hand-trowelled process that allows the surface to evolve naturally as it is built.

No two slabs or finishes are the same, as multiple variables affect the end result. Variations in substrate condition, light, pigment blending, and the artistry of application all influence the final result.

If you are seeking a completely uniform, predictable outcome, traditional materials such as tiles or floorboards may be more suitable. Our finishes are designed for those who value individuality, depth, movement, and authenticity. Each project is a one-of-a-kind surface, crafted to suit the space and impossible to replicate exactly.



DISCLAIMER: Every floor from Urban Concrete Floors is completely bespoke, hand-trowelled, and designed to evolve naturally. No two slabs or finishes are identical—substrate condition, light, pigment blending, and the artistry of application all influence the final result. Samples, including those provided in our showroom, are indicative only; due to their small size and the unique characteristics of each client's slab, the final floor may vary in colour, texture, and appearance. Our floors celebrate individuality, depth, and movement; if a perfectly uniform finish is required, traditional materials like tiles or floorboards may be more suitable. Each project is one-of-a-kind and cannot be exactly replicated, with natural variation being an intentional and inherent feature of our work.





Let's
Work
Together.

