



SAINT-GOBAIN WEBER HELPS TO PREPARE NEW CERAMIC TILE DISTRIBUTORS DISPLAYS

Tiling products by **Saint-Gobain Weber** have been used at the Ceramic Tile Distributors (CTD) new trade centre in the established Carlisle branch, one of the company's 60 tile showrooms and trade centres in the UK.

Wall and floor tiles in CTD's bathroom and kitchen room sets illustrate an exceptional product portfolio for tilers, specifiers and domestic customers who can benefit from global buying power, national coverage and fully trained counter staff. Main contractor Top Notch Contractors Limited, Carlisle, is providing the two-stage fit-out service and have selected **Weber** products as the brand of choice.

"We are delighted with the way things are looking and working here and Top Notch are delivering a very professional job for us," says Sean Cornfield, branch manager, CTD. "Their team particularly enjoys the ease and speed of application of the **Weber** products which reduces the impact on our business." The reallocation of space on this site has allowed CTD to have two separate counters, one each for retail and trade customers. "Effectively this allows greater opportunity to promote bespoke trade offers."

Weber sell over 30,000 tonnes of tile adhesive and related products every year which are suitable for walls, floors and wet areas in domestic and commercial buildings. Selected products from the extensive **Weber** range for use in the CTD showroom include **weber.floor flex**, a high performance levelling compound which

will self-smooth and self-level. It is suitable for most substrates, including wooden and heated floors, and is ready for light foot traffic after only three hours. As with other products in the range **weber.floor flex** has the benefit of Low Dust Technology™ which creates a more comfortable and cleaner working environment.

From **Weber's** tile adhesive range **weber.set rapid SPF** in grey has also been selected by Top Notch Contractors. This market leading adhesive fixes ceramic, porcelain and natural stone tiles to walls and floors and is ready for grout in just two hours. It offers versatile and rapid setting qualities, contains Low Dust Technology™ and can be used as a pourable adhesive for large format tiles.

From a wide choice of grouts in the **Weber** range there are products suitable for fine joints, 1-10mm, and wider joints up to 20mm. All **Weber** grouts have Mould Stop Technology which is designed for wet locations such as kitchens, bathrooms, showers and swimming pools. It is water resistant and provides lasting protection from mould growth and greater resistance to staining. **weber.joint pro**, which has been used in Silver Grey in the showroom, is a flexible, water repellent wall and floor grout that has a scratch resistant formulation and is ideal for grouting soft-faced stone such as marble. It is suitable for joint widths of up to 10mm and is available with matching silicones in 11 colours.

“With the relocation of Graham Plumbers’ Merchant as our immediate neighbour sharing the same site together with strong promotion of the **Weber** brand there is greater synergy amongst the Saint-Gobain businesses,” continues Cornfield. “The new initiative of shared sites is a very positive direction and, most importantly, our customers really appreciate the convenience this is providing.”

For technical support or for details of the **Love Weber Rewards** loyalty scheme, please contact **Saint-Gobain Weber** on 08703 330 070, or visit www.loveweber.co.uk. Customers in Ireland should call 028 9335 2999. A free download of the ‘Redeem on the go’ App for iPhone and iPad users is also available from iTunes. Follow Love Weber on Twitter @loveweber for the latest news and updates.

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