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SAINT-GOBAIN WEBER AND HARP CERAMICS CONVERT ROAMING ROOSTERS BISTRO AND FARMSHOP

Tile adhesives and grouts from **Saint-Gobain Weber**, the leading UK formulator of innovative and high performance materials for the construction industry, have been used extensively in the conversion of an agricultural barn - the annex to a free range butchery company - into a trendy bistro, farm shop and learning centre.

Products supplied by Harp Ceramics of Colne, Lancashire, a successful family-run business, were to a specification drawn up by **Saint-Gobain Weber** for wall and floor tiling throughout the converted barn. Work has been carried out by fitter Paul Jackson, Bespoke Tiling.

“We only sell **Weber** products,” comments Sharon Jackson, Harp Ceramics, “and because of the volume of our sales we are really competitive and attract tilers from quite a distance. The quality of the products is excellent and technically there’s nothing else out there to match. Added to this, **Saint-Gobain Weber** always gives us technical support when we need it.” Fitter Paul reports that he has used other brands but remains passionate about **Saint-Gobain Weber’s** products and service.

A combination of **Saint-Gobain Weber’s** tile fixing products have been used in this project which involves 220m² of floor space. This has been prepared with **weber PR360**, a universal styrene acrylate primer for all building substrates which increases bond strength and regulates porosity. **weber.set rapid SPF** was specified to lay large format porcelain to the floor substrate. It is a highly polymer modified rapid strength tile adhesive for fixing ceramic and porcelain tiles to walls and floors. It has been specifically developed to allow easy bedding of large format tiles and is ready for grout in just two hours.

A further 120m² of wall area has been fitted using **weber.set plus** which again is suitable for fixing ceramic and porcelain wall and floor tiles but is especially designed for tiles and substrates with low porosity and achieves excellent bond strength. **weber.set plus** has a standard set time of 24 hours and is available in grey and white.

weber.joint epoxy grout has been used in the farm shop area. “It is really easy to use and doubles up as an adhesive as well as a grout so it’s efficient and versatile,” comments Paul. **weber.joint epoxy** is recommended for areas such as commercial kitchens, lavatories and workshops, is chemical-resistant and completely impermeable to water. The product is available in 5kg pails in a choice of grey, charcoal and white.

In the kitchen, farm shop and bathrooms, the innovative **weber.joint pro**, a water-repellent, flexible tile grout which has the benefit of Mould Stop Technology, offers lasting protection from unsightly and unhygienic mould growth. This high performance, professional grade grout has a scratch-resistant formulation ideal for soft-faced stone, such as marble, but can be safely used on all tiles. The water repellent surface of **weber.joint pro** with Mould Stop Technology reduces water penetration for improved resistance to staining too.

“This project had to go like clockwork,” says Paul, “so we relied on the performance characteristics of all the specified **Saint-Gobain Weber** products. We had just three weeks to complete the job which included access by other trades and a complete fit out of the shop, kitchen, bistro and bathrooms. But it looks magnificent.” The new facilities will open this Autumn.

Simon Mellin, a third generation butcher at Roaming Roosters which has a highly successful mail order service delivering high quality free range meat and poultry to homes and businesses throughout the UK, has developed the site where native rare breeds – from chickens to pigs and children! - are given free roaming rights. Simon was awarded Pendle Young Entrepreneur of the Year in the prestigious bi-annual Business Awards 2012 organised by Pendle Borough Council earlier this year.

Of the new **Saint-Gobain Weber** Loyalty Rewards scheme for tile contractors, Sharon Jackson despairs that her husband is not taking advantage of the scheme. “With over 30 tilers on our books this could amount to a lot of Rewards points simply going to waste – but I have a plan. Every week I register the un-redeemed points from the returned packaging and when I have enough points I select a Reward – perhaps a Virgin Experience Day or a kiddies bike - and I raffle it off in the shop to raise money for local charities and schools so everyone can benefit from a really good scheme.”

The first loyalty scheme ever for tile fixers is proving very popular. By simply entering the unique number, which can be found on the packaging of selected **Saint-Gobain Weber** products, at www.loveweber.co.uk, a cumulative points score will calculate automatically. When enough points have been collected they can be redeemed for a wide selection of Rewards.

More information about **Saint-Gobain Weber's** tile products is available on 08703 330 070, or 028 9335 2999 in Northern Ireland and ROI, or visit www.netweber.co.uk for technical help and support or to download the **Saint-Gobain Weber** Tiling Solutions handbook. A free download of the new **weber.app** for iPhone and iPad users is available from the iTunes app store and from Google Play for android smartphones and tablets, links to which can be found on the website. Please also visit www.harpceramics.co.uk and www.roamingroosters.com

