SAINT-GOBAIN WEBER INTRODUCES INTELLIGENT WEBERJOINT PREMIUM TILE GROUT – DEVELOPED BY YOU, FOR YOU

A new premium tile fixing grout by Weber joins a comprehensive range of tile prep-fix-set and joint products that are designed for specifiers and professional tile applicators. New **weberjoint premium** tile grout offers market leading benefits and features that will achieve a high quality finish, beautiful aesthetics and long lasting performance.

weberjoint premium is a scratch-resistant, extra-flexible tile grout designed for interior and exterior tiling onto walls and floors and where some movement or vibration is expected. Suitable for all types of tiles – ceramic, porcelain, mosaic, quarry, natural stone, terrazzo and terracotta – **weberjoint premium** can be used for wooden floors and is recommended for floors with underfloor heating or undertile warming.

"This excellent, professional-standard grout is water repellent and has the additional advantage of Weber's new PURE CLEAN anti-stain technology. This unique feature reduces the appearance of patchiness and greatly improves resistance to staining and discolouration," says Tracey Dempster, head of marketing, Saint-Gobain Weber. "**weberjoint premium** also benefits from the addition of Mould Stop Technology which offers lasting protection from mould growth making it ideal for use in wet or damp environments.

"But we haven't introduced this product for the sake of it, rather because our customers said 'they want it'. **weberjoint premium** is the result of working with key customers who have completed surveys, interviews, tests and trials and ultimately told us what they really want. And now, with their help, we have a superior grout that our customers will love."

A cement-based grout, **weberjoint premium** has rapid-setting qualities of just two hours following application, is easy to apply and suitable for joint widths of 1 – 20mm. It achieves a smooth, durable and efflorescence-resistant finish that stays looking great for longer. Available in an extended range of 18 colours with matching silicones, together they achieve a consistent finish and smart aesthetic. The performance and qualities of **weberjoint premium** are likely to appeal to the specification and building design sector.

weberjoint premium is supplied in 5kg sacks that each carry 200 Weber Rewards points as part of the popular Weber Rewards loyalty scheme where unique codes can be registered at www.loveweber.co.uk.

Weber's tile fixing products are sustainably manufactured in modern manufacturing facilities in Bedfordshire, Shropshire and Ireland, ensuring product quality, conformity and availability with reduced transportation costs and CO_2 emissions. Weber provides a 10 year materials guarantee on all tile adhesives and grouts which are manufactured under the requirements of BS EN 12004:2007 and BS EN 13888:2009.

Another valuable service available to architects, specifiers and professional applicators in the use of Weber's tiling products is the introduction of WeberSpec, an easy to use online tool that allows the creation of technically accurate tiling specifications at www.weberspec.co.uk. Here a full M40

specification to NBS standards is automatically generated, including all necessary components and ancillaries.

Weber has a team of experienced technical advisors who are available to provide advice both at the specification stage and during application. Detailed specifications can be provided for specific projects while site visits and on-site support can be arranged.

For more information about this product and for technical support, including award winning training courses, please contact Saint-Gobain Weber on 08703 330 070, or visit www.loveweber.co.uk. RIBA assessed tile fixing CPD bookings can be made by email: mail@netweber.co.uk.

A free download of the Weber Rewards 'Redeem on the Go' App for iPhone and iPad users is also available from iTunes and from Google Play for Android smartphones and tablet users. Follow Love Weber on Twitter @LoveWeber for the latest company news and updates.