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NEW SAINT-GOBAIN WEBER 'HOW TO' TILE FIXING VIDEOS LAUNCHED

Saint-Gobain Weber, the specialist formulator and manufacturer of innovative products for the construction industry, has introduced three new 'How To' videos to support their tile fixing range.

Content is based on applications that have been identified by **Weber's** technical team as those that generate the most calls requesting help, technical advice and guidance on correct product specification. The new 'How To' videos feature the applications of: Tiling onto an anhydrite screed; Tiling with underfloor heating, and Tanking and tiling with large format tiles.

The videos take viewers through the good practice stages of preparation and priming, an essential requirement to achieving the perfect result, together with information on correct product specification. Recommended product preparation is required to achieve reliable consistency, and a long-lasting job, and this is illustrated with the recognised method of application. Product benefits and characteristics are explained to ensure a thorough understanding of their purpose and performance and innovative products with Mould Stop Technology, Low Dust Technology™ and ECO Smart, which contains Cement Replacement Technology, are highlighted.

These helpful 'How To' videos will be hosted on www.loveweber.co.uk and www.netweber.co.uk, as well as the **Saint-Gobain Weber** YouTube channel. They will also be added to the **Weber** 'Redeem on the Go' App which is available as a free download from iTunes.

“Training is a main priority for us as a business and the new Saint-Gobain Technical Academy here at Flitwick, one of six facilities across the UK, is proving a great success,” says James Mead, marketing manager, **Saint-Gobain Weber**. “The tile fixing courses cover the four product categories of preparation, tile fixing, setting and jointing but bespoke content can be arranged for individuals and groups. The most popular courses include waterproofing and tanking, natural stone tile fixing, and tiling onto underfloor heating and wooden substrates and our new ‘How To’ videos reflect this content.”

For more information about this project, or for technical support, please contact **Saint-Gobain Weber** on 08703 330 070, or visit www.netweber.co.uk. Customers in Ireland should call 028 9335 2999 or visit www.weber.ie. A free download of the new **weber.app** for iPhone and iPad users is also available from iTunes and from Google Play for Android smartphones and tablet users. Follow **Saint-Gobain Weber** on Twitter @loveweber or @SGWeberUK for the latest company news and updates.

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