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### **SAINT-GOBAIN WEBER HELPS TO COMPLETE NEW CERAMIC TILE SHOWROOM**

Tile adhesive by **Saint-Gobain Weber** has been used in the new showrooms at The Ceramic Tile Company Limited, (CTC), High Wycombe. This extension is the result of the acquisition of an adjoining sales unit where dividing walls have been removed to open up additional showroom space on the first floor. Phase two of this programme will see the same treatment on the ground floor.

“We already have the largest showroom in Buckinghamshire,” says Richard Thomas, managing director, CTC, “and this extension will give us a further 4,500 sq ft of space making a total volume of 9,500 sq ft. We are delighted to be using **Weber’s** excellent tile adhesives as this is our brand of choice as well as that of our customers.”

From a very comprehensive range of products for surface preparation, fixing and finishing, **weber.set rapid SPF** has been used in both white and grey. Of over 25,000 tonnes of **Weber** tile adhesive sold every year for wall and floor tiling and wet areas, in domestic and commercial buildings, **weber.set rapid SPF** is one of the most popular adhesives in the range.

**weber.set rapid SPF** fixes ceramic, porcelain and natural stone tiles. It can be used as a pourable adhesive for large tile formats, is rapid setting and ready for grout in just two hours. It is another market leading product by **Saint-Gobain Weber** to contain Low Dust Technology™.

“Our extended showrooms will allow us to display a huge variety of tiles in different areas of application. We represent hundreds of brands from all over the world and these are themed into urban chic, country living, contemporary and classic collections,” continues Richard. “Speed of application has been important in transforming this new space into something we are very proud of.” The new facility also provides a meeting room for architects, designers and applicators who bring their clients along for technical and design guidance when planning large projects. The new showroom has been tiled by applicators employed by CTC who are also technical sales advisors.

**weber.set plus** has been used in selected areas of the showroom where tiles with low porosity are displayed. This adhesive is used for fixing ceramic and porcelain tiles to walls and floors and has a standard setting time of 24 hours. **weber.set plus** helps to provide a non-slip surface, even with large format and heavy tiles, providing a strong bond to tiles and substrates.

Richard Thomas comments that hundreds of their customers are joining the **Weber Rewards** programme and registering their codes in return for great rewards. “It’s the best loyalty scheme on the market and our fixers are loving it.” CTC is a member of The Tile Association.

The new **weber.app** is also proving popular. It is free of charge and can be downloaded from the iTunes App store and Google Play. The App features all the products in the diverse **Weber** product portfolio including three new ‘How To’ videos. With an easy-to-use intuitive interface, the **weber.app** offers time saving functionality that includes technical data, product features and benefits as well as a handy Consumption Calculator. The **weber.app** is one of the most practical and trouble free ways of finding product information and selecting the right product for the job. Visit [www.netweber.co.uk/weberapp](http://www.netweber.co.uk/weberapp) or in Ireland [www.weber.ie/weberapp](http://www.weber.ie/weberapp)

For more information about this project, 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](http://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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