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## **SAINT-GOBAIN WEBER TILE PRODUCTS FOR CERAMIC TILE DISTRIBUTORS, WOKING**

In the new Ceramic Tile Distributors (CTD) showroom in Woking, Surrey, tile products by **Saint-Gobain Weber** have been specified for their new 400m<sup>2</sup> sales facility which includes an extensive showroom and trade counter. Relocation of CTD from their original showroom on the junction of Goldsmith Road and Church Street West to Kestrel Road a few miles away was brought about by the £150m redevelopment of Woking town centre.

“The relocation of CTD has not presented a problem,” says Rob Stevens, manager, CTD Woking. “The showroom looks brilliant, it’s bigger and better, and our trade custom has definitely increased. We also attract lots of private customers who enjoy the simplicity of the large sample displays and the huge variety of tiles for every location.”

Several site visits were made by **Weber’s** tile specialists to inspect the floor substrate and identify the appropriate materials. The floor was prepared with **weber PR360**, a multi-purpose priming solution suitable for most building substrates including wood, anhydrite, plaster and cement/sand screed. This primer regulates the porosity of the substrate and improves adhesion and the flow of levelling compounds.

High performance, fibre-modified **weber.floor flex** was then applied which is a self-smoothing and self-levelling compound suitable for most substrates. It has rapid setting qualities and can take light foot traffic after just three hours. It is also one of the many products in the **Saint-Gobain Weber** range to feature Low Dust Technology™ which makes it cleaner and more comfortable for the applicator to use.

Large format GEMINI Young Stone tiles in Grey were set with **weber.set rapid plus ECO** which is a very rapid strength tile adhesive for low porosity tiles, such as ceramic, porcelain and natural stone, and has been specifically developed to allow easy bedding of large format tiles. It is suitable for use on solid substrates and is ready for grout in only two hours. The new ECO formulation contains cement replacement technology which reduces the product’s environmental impact of initial excavation, and contributes to a significant reduction in transportation costs.

The CTD Woking showroom floor was grouted with **weber.joint wide** which is suitable for very wide joints from 2-20mm. This is a coarse textured, cement-based floor and wall grout. It has the added benefit of Mould Stop Technology which ensures lasting protection from mould growth, is abrasive resistant and available in seven colours.

As part of Woking's redevelopment the bandstand, fire station and market place will all be bulldozed to make way for a new complex featuring shops, apartments, parking and a hotel. On the old CTD site a brand new state-of-the-art fire station is to be developed providing additional space and working areas for the crews and an improved training facility.

When selecting the right product for the job tilers will find the new **weber.app** to be one of the most practical and trouble free ways of finding product information. 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' tile fixing 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. 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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