



Press release – 15th June 2010

CornerTape products now available at Plumb Center

CornerTape, the award-winning range of products designed to guarantee a perfect bead of sealant every time, will soon be stocked in hundreds of branches of Plumb Center, the UK's leading supplier of heating and plumbing products.



From July 2010, over 480 branches of Plumb Center across the UK from Inverness to Penzance and Londonderry will feature a CornerTape display in-store alongside sealants, silicones and fillers, complete with small TV screen demonstrating the ease with which the products are used and the first class finish they give to kitchens and bathrooms. The CornerTape range will also appear on Plumb Center's web site and in its next Trade Price Guide, available from 1st July.

CornerTape is a product system designed to guarantee easy and effective preparation as well as a simple, accurate and fast method of sealant application and finishing, and works with every type of sealant – including painters caulk, silicone and MS Polymers. CornerTape products can be used on all types of tiles, baths, showers and worktops for a perfect clean-edge finish to silicone without mess.

Plumb Center will stock the 'CornerTape Professional' system, which caters for trades people with a heavy duty Silicone Remover Tool, large packs of Preparation Wipes to efficiently de-grease all surfaces to ensure perfect adhesion for the new sealant, a Silicone Forming Kit for tightly curved surfaces and 15m rolls of 6mm/ medium CornerTape to suit most projects.

Invented in Norway by a professional contractor and launched in 2007, CornerTape has already made inroads into Europe, won awards in France and has gained a loyal following of retailers, flooring contractors, tilers, kitchen fitters and builders since launching in the UK in early 2009.

Andy Toyne, UK sales director for CornerTape, said: "Sealant and silicone can be unforgiving, but CornerTape 'tames' it, keeping it contained within a pair of perfectly parallel tapes to make application easy with Grade A results. Trades people know that the final finishing touches can either make or break an installation and a particularly good or bad silicone job is the first thing to stand out. Professionals who have used the products tell us they will never return to the guess work and mess of

the traditional 'wet finger' method of smoothing silicone – in fact, we've adopted the slogan 'no finger needed' to get this point across to new customers. When you've used CornerTape, you realise it's not applied like traditional masking tape, which is the key feature and makes the product so fast and easy to use.

"We're extremely delighted that Plumb Center has decided to stock CornerTape across the majority of its stores, greatly widening the availability of CornerTape products in the UK. Plumb Center is a perfect partner for us, with its massive range of associated products and customers with exactly the issues CornerTape products were designed to resolve."

While Plumb Center are receiving the products and displays, CornerTape will host a travelling roadshow, spending time at each store to demonstrate the products to staff and customers.

Simon Taylor, product manager for Plumb Center, part of Wolseley UK, comments: "CornerTape represents an opportunity for our customers to achieve an even better finish in their clients' kitchens and bathrooms. Extremely positive feedback from customers and branch managers confirms that CornerTape does what it says on the packaging, and we are pleased to introduce the range to our portfolio in the majority of our Plumb Center stores. We're all looking forward to the roadshow – the on-screen demo is good, but it is great to see CornerTape at work first-hand."

For further information and to view a video demonstration, visit www.cornertape.co.uk.

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Digital images are available from bubblepr@mac.com

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