



30<sup>th</sup> June 2010

## CornerTape's roadshow is now on at Plumb Center stores nationwide

Following on from the recent news announcing CornerTape's launch into over 480 branches of Plumb Center, CTA Products has now begun its roadshow, which will visit every one of the Plumb Center stores. The roadshow will continue over the next 2 to 3 weeks and involves staff training and demonstrations of the new and exciting products.

CornerTape is designed to guarantee a perfect bead of sealant every time. It works with all types of sealant on all baths, showers, hard flooring and worktops.

Andy Toyne, sales director for CTA said: "Visiting 480+ stores is a challenge but so far so good. Everything is going to plan, the staff are very excited about the products and I know we've really impressed them with the visits so far. Many of the stores had made sales even before we got there, with customers watching the demonstration video on the point of sale screens we supplied and immediately asking about the products.

"These are exciting times for us because we now have truly national coverage. Without that, it's been difficult to shout about the range and make people aware of the solution these products give to the task of using silicone sealants. With Plumb Center, CornerTape will become visible to maintenance companies and local authorities which would also greatly benefit from using the products – it's not just the grade A finish that you get from the CornerTape, it's knowing that the sealant joints in wet areas are done properly first time every time, saving precious money and resources."

Invented in Norway by a professional contractor and launched there 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 coming to the UK early last year.

For further information and to view a video demonstration, visit [www.cornertape.co.uk](http://www.cornertape.co.uk).

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**Digital images are available from [bubblepr@mac.com](mailto:bubblepr@mac.com)**

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