



Press release – 6th April 2011

CornerTape teams up with Centurion Europe in distribution deal

To support the ongoing increase in demand for its products, the award-winning sealant and sealant tools brand, CornerTape has teamed up with Centurion Europe, one of the UK's leading trade suppliers of tools, hardware, DIY and associated products, in a distribution deal which will take the availability of CornerTape to new levels throughout the UK.



Stocks of the sealant-taming product system are now being held at Centurion Europe's 80,000sq/ft state-of-the-art distribution centre in Doncaster, ready for shipping to Centurion's 7000+ customers as well as CornerTape's existing national stockists.

In addition to CornerTape itself, in two roll lengths and a choice of four widths, the CornerTape product system includes Silicone Remover Tools, dedicated Preparation Wipes, a Caulk Gun and Silicone Forming Kit, all of which now feature in Centurion Europe's product portfolio.

Centurion and its customers will be the first to receive the brand new CornerTape SiliconePro Kitchen & Bathroom Sealant with the World's first Anti-Drip Valve and Pre-Cut Nozzle in a selection of four colours.

Also available from Centurion are CornerTape 'Customer Start-up Kits', with a choice of floor standing or shelf hanging retail displays which encourage sales with the use of a video to help introduce and explain the product system to trade and DIY users.

Andy Toyne, sales director for CornerTape in the UK, said: "Bringing our warehousing and central distribution centre to the UK will increase efficiency, reduce costs and better support our rapidly expanding network of stockists. Centurion Europe is a well-established and highly respected supplier in the industry and we are thrilled with the distribution agreement, which extends availability of the whole CornerTape product range to thousands more retailers, merchants and their customers throughout the country.

- more -

“For retailers, CornerTape is a compelling proposition as a relatively new yet highly successful product range with an increasing demand, a decent profit margin, ongoing product development and marketing support via POS and merchandising, PR and our current TV advertising campaign is proving extremely popular.”

CornerTape provides a pair of perfectly parallel micro-thin metal tapes which are quick and easy to apply. Simply fill the gap between the tapes with sealant, smooth over with the tool supplied in every box and remove the tapes for a perfect finish every time. The CornerTape product system includes patented remover tools, dedicated preparation wipes and now CornerTape SiliconePro Kitchen & Bathroom Sealant, for a simple, speedy way of preparing, applying and finishing for a longer-lasting, perfect bead of sealant every time.

Centurion Europe prides itself on providing a quick, flexible and responsive service, which includes over 97% stock availability, delivery within 48 hours and excellent customer service. The company supplies over 22,000 products to over 7,000 customers, with everything from plumbing and electrical accessories to tools for DIY, locks, nuts and bolts through to decorating, paints and stencils.

For further information, contact Andy Toyne, sales director of CornerTape in the UK, on 01754 896990, sales@cornertape.co.uk or visit www.cornertape.co.uk. Or contact Centurion Europe Ltd on 01302 788700, sales@centurioneurope.co.uk or visit www.centurioneurope.co.uk.

- ends -

Digital images are available from bubblepr@mac.com

For further information, please contact:

Samantha Mason, Bubble PR. Tel: 01869 248524. Mob: 07957 364179. Email: bubblepr@mac.com
Andy Toyne, UK Sales Director, CornerTape. Tel: 01754 896990. www.cornertape.co

Users in the UK comment on CornerTape:

“I used the tape yesterday, and it was the best silicone run I’ve ever done! Everyone noticed – it was such a tidy job, no-one could say anything but praise for the tape and now they all want some! Of all the tools and accessories I’ve tried over the years, nothing beats CornerTape for actually doing what it’s described to do. The company I work with is interested in using the product too.”

- Neil Walters, kitchen fitter in Pembrokeshire, Wales

“The ideal opportunity came to try my CornerTape in the refurbishment of a new head office reception area involving some 60sqm of Clip-n-Fit pre-grouted porcelain floor tiles. One of my wood floor installers, who also specialises in the fitting of Clip-n-Fit tiles and is particularly proficient with the skeleton gun, used the CornerTape and his reaction was genuinely enthusiastic. He said the job, particularly on the long runs, was so much easier, quicker and the result was more even ie. better than can be achieved generally by the ‘wet finger’ method used by so many. Texfield will henceforth be using CornerTape on all types of flooring.”

- Malcolm Wingrove, Texfield Services Ltd, flooring contractors, London

“We use CornerTape on all of our buildings, to create a perfectly-finished seal in the internal corners. Our buildings are used as offices, studios, pool and spa rooms, media, hobbies and day rooms, every one finished to the highest achievable standard. The outside is lovely Cedar wood but we were struggling when it came to establishing an equally professional finish in the internal corners of our buildings. We have been using CornerTape for about a year now – it keeps sealant where it’s supposed to be and leaves a perfectly straight fine line with a top quality finish. Everyone notices and asks how we do it!

- Paul Raven, Inhus garden buildings, Suffolk (www.inhus.com)