



Press release – 9th November 2011

CornerTape on Sky TV with advertisements

- Mr & Mrs Perfect and the Trade Hero make perfect silicone joints

CornerTape and its sealant-taming product system now feature in a national advertising campaign with Sky TV.

The series of four 30-second advertisements are being shown across three Sky channels - Discovery Real Time (Sky 240 and +1 at Sky 241), Discovery Shed (Sky 242) and Sky Sports News (Sky 405 and in HD at Sky 455) – until 30th November, promoting the benefits of the award-winning CornerTape product system to both trade and DIY users of silicone sealants.



In the Discovery ads, 'Mr & Mrs Perfect' demonstrate just how quick and easy it is to replace old sealant in kitchens and bathrooms with a brand new, perfectly straight, clean-edge sealant joint using CornerTape, now available from Homebase - Mr Perfect gains adoration from his wife and respect from his in-laws when he successfully seals the bath, and Mrs Perfect replaces the seal in the shower while her husband is gets ready for an evening out.

In the other two ads, being shown on Sky Sports News and promoting availability of the whole product range at Plumb Center stores nationwide, one features the 'Trade Hero', who is wanted by women and envied by men, and the other - a more informative version provides an overview of the CornerTape product system in use showing removal, surface preparation and application in three easy steps for an unbeatable professional finish.

To see the ads and for further information, visit www.cornertape.co.uk or call 01754 896990. Retailers interested in stocking the CornerTape product system should contact Andrew Toyne, UK Sales Director at sales@cornertape.co.uk.

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www.cornertape.co.uk

sales@cornertape.co.uk

01754 896990

Digital images are available from bubblepr@mac.com

For further information, please contact:

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Andy Toyne, UK Sales Director, CornerTape. Tel: 01754 896990. www.cornertape.co.uk

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)

"After watching the DVD I was very keen to begin. The removal of the old rubbery silicone was made much easier with the plastic and steel scrapers. The CornerTape is an ingenious system that lays down a pair of parallel masking tapes, quickly and accurately. Even I couldn't mess this up. I followed the instructions and found the system was very easy to use in spite of my lack of experience and confidence. I'm definitely looking forward to finding other sealant jobs to do now. Overall I was quite impressed with the appearance and quality of joint that I made when using the CornerTape SiliconeKit. The result was certainly much better than I would have achieved without it. In fact without the kit this job would still be undone. This kit has also restored my DIY confidence and I can't think of any other product which has ever done that. I'd recommend this kit to professionals too, for the included accessories and the experience of creating a perfect seal."

John Smith, DIY'er from Banbury