



Press release – 30th November 2011

Quick and easy sealant system now available at Tile Choice

The complete range of products from the award-winning, sealant-taming CornerTape brand is now available from all 14 branches of Tile Choice throughout the Midlands.

CornerTape is the only product system on the market to guarantee quick and easy removal and application as well as a finishing touch of perfection to sealants in kitchens and bathrooms, and perfectly complements the retailer's huge selection of ceramic, porcelain and natural stone tiles, grouts, adhesives, tools and accessories.

Suitable for use on baths, basins, showers, tiles, worktops and other surfaces, the system offers both trade and DIY customers of Tile Choice with a choice of Silicone Remover Tools and a Brush to quickly and easily remove old sealants; specialist Preparation Wipes for thorough degreasing to ensure absolute adhesion of new sealant; a Silicone Forming Kit; sealant gun and the unique CornerTape itself - in two roll lengths and four different sizes to every sealant job.



Also now available from Tile Choice is the recently-launched SiliconeKit, which bundles together a range of CornerTape products as a complete toolbox for the removal, preparation and replacement of silicone joints, and the latest addition to the range, CornerTape SiliconePro – the kitchen and bathroom sealant with the world's first Anti-Drip Valve and Pre-Cut Nozzle System. Designed for easy use, to prevent waste and save mess, a quarter turn of the Anti-Drip Valve cuts the flow of sealant and the Pre-Cut Nozzle System comes in four sections for different bead sizes, each of which unscrews and is pre-cut at 45° for greater control

Joints made using CornerTape products are more hygienic and will last twice as long.

Established in 1991, Tile Choice is one of the fastest growing independent tile retailers in the UK. Easily identified with its distinctive yellow and green signage, Tile Choice now boasts 14 individually designed stores throughout the Midlands – in Bilston, Cannock, Walsall, West Bromwich, Perry Bar, Bromford Birmingham, Bromsgrove, Kidderminster, Shrewsbury and Burton on Trent as well as Gloucester, Cheltenham and Northampton.

Gavin Maiden, director of Tile Choice, said: "We are delighted to have introduced CornerTape products in to our stores. It's a great range and is ideal for us, as with new tiles comes the task of sealing or re-sealing around baths, basins, showers and worktops – something that is often forgotten or dreaded because of the mess and precision needed. But anyone can do it with CornerTape, which completely eliminates the need for any skill with a sealant gun, makes far less mess than traditional methods and produces superb joints with no ridges, bumps or edges – just a first class finish every time."

With huge stocks of stylish ceramic, porcelain and natural stone tiles along with a hard-earned and enviable reputation for quality and diversity in its product range, Tile Choice prides itself on selling the highest quality products sourced from some of the world's leading manufacturers. The retailer 'buy's big so its customers pay less' and is proud of delivering the highest levels of customer service with fully trained staff, tile samples, tips and advice and tiler recommendations in the area around each store.

All 14 Tile Choice stores are open seven days a week, from 8am till 6pm on weekdays, 8am till 5:30pm on Saturdays and 10am till 4pm on Sundays and Bank Holidays. For further information or to purchase from the CornerTape product range, pop into your local Tile Choice store or visit www.tilechoice.co.uk or call freephone 0800 1 560560 to find your nearest branch.

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Digital images are available from bubblepr@mac.com

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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