



Press release – 2nd July 2012

Homebase takes CornerTape to customers

The award-winning CornerTape for kitchens and bathrooms is now available to customers of Homebase, one of the UK's largest home improvement retailers, recognised for its choice, style and customer service across the home enhancement market.



A quick look around the bath, shower, sink and worktops in most homes will reveal evidence of messy or uneven sealant joints, often with discolouration and mould, which detracts from the look of the kitchen or bathroom or more worryingly, gaps where water can seep down and cause damage without any visible signs, until it's too late.

A brand new section in Homebase stores has been created for products specifically designed to make the application and finishing of sealants easier, and the two most popular sizes of the original and best sealant-taming CornerTape – for kitchens and bathrooms – are now available in stores nationwide.

CornerTape is the only product on the market to provide a finishing touch of perfection with a quick and easy way of replacing old silicone in kitchens and bathrooms - without getting in a mess and with no amount of skill with a fiddly sealant gun. Better still, it is much cheaper to DIY than to call in a trades' person.

CornerTape sets a perfectly parallel pair of micro-thin tapes into which to apply sealant for a perfect finish every time. Unlike normal tapes, CornerTape is reverse wound and folded on the roll so it is just rolled out, which makes it super fast and extremely easy to use. The tape is then unfolded and a clear film removed to reveal the perfectly straight silver tapes on either side of the joint. Silicone is applied into the gap between the tapes and then smoothed with the silicone joint former, which comes in the box.

The tapes are then removed and the result is a perfectly straight, no edges, no ridges, clean-edge bead of silicone, adding a first class finish to any kitchen or bathroom. The best thing is that anyone can do it.

Andy Toyne, sales director at CornerTape in the UK said: "We're absolutely delighted that CornerTape is now available in all Homebase stores. The new in-store section dedicated to products that make DIY sealant jobs easier is an excellent idea and provides a perfect setting for CornerTape."

For further information, pop into any Homebase store, visit www.cornertape.co.uk or email sales@cornertape.co.uk.

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Digital images are available from bubblepr@mac.com

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Users in the UK comment on CornerTape:

"After watching the DVD I was very keen to begin. 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. The result was certainly much better than I would have achieved without it."

- John Smith, DIY'er in Banbury

"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)