



Press release – 31<sup>st</sup> August 2010

## Sealant-taming CornerTape to be demonstrated at two exhibitions this month

Plumbers, installers, builders and other trades' people will have the opportunity to see the innovative CornerTape range of products being demonstrated at two exhibitions in Coventry during September.



CornerTape is a product system designed to guarantee easy and effective preparation and a simple, accurate and fast method of applying all types of sealants on tiles, baths, showers and worktops for a perfectly clean straight-edge finish without mess or fuss.

Following the launch of CornerTape into Plumb Center branches nationwide, the sealant-taming product system will be demonstrated on the Plumb Center stand at InstallerLive 2010, the UK's national plumbing, heating and renewables show taking place at the Ricoh Arena in Coventry from 7<sup>th</sup> to 10<sup>th</sup> September. CornerTape products will be among those for sale on the stand and Plumb Center and Parts Center are running a competition for visitors to be in with a chance to 'Grab a Grand' every day of the exhibition. Now in its fifth year, the InstallerLive 2010 show is open from 10am to 4pm on 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> September.

And CornerTape will be back at Coventry's Ricoh Arena a week later for Toolfair 2010. Organised in association with the UK's leading range of building trade magazines, Toolfair 2010 is a unique and dynamic regional show with four venues throughout the year, where trade users of tools see new products in a hands-on environment. Every visitor to the exhibition receives a free T-shirt, copies of the leading magazines and a bacon roll on arrival. CornerTape has its own stand at the Toolfair 2010, which takes place on 16<sup>th</sup> and 17<sup>th</sup> September.

Invented by a Norwegian contractor and launched in 2007, CornerTape has won awards in France and has gained a loyal following of retailers, contractors and trades' people since launching in the UK in 2009.

Andy Toyne, sales director for CTA Products, exclusive distributor for CornerTape in the UK, will be attending the shows and providing the demonstrations. He said: "We are extremely pleased to be taking CornerTape to the two exhibitions. We are thrilled and really proud to be exhibiting on the

Plumb Center stand at InstallerLive 2010, as the launch into the stores was incredibly successful and I am looking forward to working with their team and our customers at the show.

“With the availability of CornerTape products rapidly expanding into to all corners of the UK, Toolfair 2010 will be an excellent platform to showcase the products and demonstrate to users of silicone just how quick and easy CornerTape is. We’ll be running a sort of ‘try before you buy’ as we like to actively encourage the trade to have a go for themselves, so they know no trickery is involved. Many now swear by CornerTape for less waste, no mess and the unrivalled, professional finish it gives every time.”

Visit CornerTape for a demonstration of the innovative, sealant-taming product system at InstallerLive 2010, from 7<sup>th</sup> to 10<sup>th</sup> September and at Toolfair 2010, on 16<sup>th</sup> and 17<sup>th</sup> September – both at the Ricoh Arena in Coventry.

For further information or to discuss stocking CornerTape products, contact CTA Products on 01754 896990 or email [andy@cornertape.co.uk](mailto:andy@cornertape.co.uk). A video demonstration can be found online, at YouTube and at [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)

**For further information, please contact:**

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**Users in the UK, comment on CornerTape:**

**11<sup>th</sup> May 2010**

“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*

**May 2010**

“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*

**June 2010**

“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](http://www.inhus.com))*