



Press release – 22nd March 2011

CornerTape TV ad campaign now showing

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



The campaign is set to run for four weeks 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) – with a series of four 30-second advertisements promoting the benefits of the award-winning CornerTape product system to both trade and DIY users of silicone sealants.

In the 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 the CornerTape product system - Mr Perfect gains adoration from his wife and respect from his in-laws when he successfully seals the bath; Mrs Perfect replaces the seal in the shower while her husband is still getting ready for an evening out; and the 'Trade Hero' in the third is wanted by women and envied by men.

And a more informative version, designed for trades' people with a mention of availability from Plumb Center stores nationwide, 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.

Further campaigns are also planned for this year. To see the ads, visit www.cornertape.co.uk. Retailers who would like further information on the CornerTape product system should contact Andrew Toyne, UK Sales Director at sales@cornertape.co.uk.

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www.cornertape.co.uk

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Digital images are available from bubblepr@mac.com

For further information, please contact:

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Users in the UK, comment on CornerTape:

11th 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)