



Press release – 23rd March 2011

CornerTape winner of Product Excellence Awards

- Live demonstrations this week at The National Homebuilding & Renovating Show, NEC

CTA Products Ltd, Stand C197 - Further to its success at the Totally DIY exhibition last month, CTA Products Ltd is delighted to take the CornerTape product system to The National Homebuilding & Renovating Show – the UK's no.1 self-build and renovation event being held at the NEC Birmingham this week, from 24th to 27th March 2011.



Live demonstrations – including a blindfold demo on request - of the sealant-taming CornerTape product system will take place all day every day at the CTA Products Ltd **stand, no. C197**; and visitors will also catch a glimpse of the brand new CornerTape SiliconePro Kitchen & Bathroom Sealant with the World's first unique and patented Anti-Drip Valve and Pre-Cut Nozzle System, for ease of use and a further reduction in the amount of waste and mess, available to retailers in a choice of colours from the end of this month.

As the winner of the Tools category in the Homebuilding & Renovating Product Excellence Awards 2011, the CornerTape product system will also feature in the Awards Gallery. Here, a TV screen will show a series of CornerTape advertisements, now showing on three Sky TV 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) – to reach both trade and DIY customers, in which 'Mr & Mrs Perfect' and a 'Trade Hero' demonstrate how quick and easy it is to seal a bathroom or kitchen using CornerTape.

Andy Toyne, UK Sales Director for the increasingly popular brand, said: "We are delighted to be taking CornerTape to The National Homebuilding & Renovating Show, as it's a perfect opportunity to show off our new Award and TV ads as well as SiliconePro Sealant. We're excited about our new TV advertising campaign, which is currently showing on Sky, and the news that we'd been selected as the winner of the Tools category in the Product Excellence Awards was absolutely brilliant - the timing couldn't have been better!"

For a demonstration of the CornerTape product system, visit the CTA Products Ltd **stand no. C197**, close to the Product Excellence Awards Gallery, the Seminar Theatres and the Food Court in Hall 5 at the Homebuilding & Renovating Show at the NEC Birmingham, from 24th to 27th March 2011. For further information, visit www.cornertape.co.uk or contact CTA Products Ltd on 01754 896990.

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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)