



Press release – 23rd August 2011

CornerTape launches SiliconePro to tile market with Tile Depot

CornerTape, the award-winning sealant-taming brand, is delighted to launch its brand new sealant to the tile market with Tile Depot.

The UK's largest independent tile, stone and wood retailer is the first specialist tile merchant to stock CornerTape SiliconePro, the brand new kitchen and bathroom sealant with the World's first Anti Drip Valve and Pre Cut Nozzle System.



A perfect complement to its massive selection of tiles and tiling products, CornerTape SiliconePro is now available from all 18 Tile Depot stores across London and the South East. The decision to stock the sealant in all branches came just one week after the start of a three store trial - such was the response from Tile Depot's staff as well as trade and DIY customers that it was an easy decision to make, even after the short period of time.

Easily identified with its distinctive black tube and multi-coloured nozzle, CornerTape SiliconePro is a durable and versatile silicone sealant available in a choice of four colours – white, translucent, cream and grey, all available from Tile Depot – and introduces the World's first Anti Drip Valve and Pre-Cut Nozzle System, designed by CornerTape for easy use, to prevent waste and save mess.

The Anti Drip Valve is conveniently positioned on the front of the tube – one simple quarter turn of the valve cuts the flow of sealant, preventing the traditionally inevitable overspill.

The Pre Cut Nozzle System comes in four sections and a lid, each of which unscrews. Each nozzle is cut at an angle of 45° for greater control and a better finish and, although professionals are capable of achieving a neat bead of sealant without any help, the various nozzle colours and sizes all correspond to the available widths of CornerTape to further reduce the 'normal' amount of silicone wasted when compared to using other traditional methods. The Pre Cut Nozzle System can be used over and over again, the cured sealant cleared easily by unscrewing the nozzles and just pulling apart – no more prodding and poking at hard sealant and no need to purchase new nozzles.

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Inside the tube, CornerTape SiliconePro is ready to use and suitable for a wide range of applications. SiliconePro is Anti-Mould; resistant to mildew, water, moisture, colour fade, UV and the weather, making it ideal for both indoor and outdoor projects such as sealing building, sanitary and glazing joints and for use on caravans. With its high elasticity rate, SiliconePro is ideal for applications where movement in the joint is expected and will perform in extreme temperatures, from -50°C to 120°C.

SiliconePro joins other products from the CornerTape range at Tile Depot stores in Aylesbury, Basingstoke, Bedford, Crawley, Cricklewood, Edgware, Enfield, Greenford, Hanwell, High Wycombe, Milton Keynes, Newbury, Slough, Tonbridge, Uxbridge, Watford, Wembley and Whetstone.

Andy Toyne, CornerTape Sales Director, said: "We are absolutely thrilled with the response to SiliconePro from Tile Depot and its customers; the feedback we're receiving from the store managers is fantastic. A week has got to go down as one of the shortest retail trial periods in history – it's a real testament to the product."

Danny Steptoe, Tile Depot's Managing Director, said: "CornerTape SiliconePro is a fantastic product – the sealant itself is of very high quality and the unique Anti-Drip Valve and Nozzle System make it visually attention-grabbing as well as easier, less messy and more economical to use. We're delighted to be the first to launch SiliconePro to the specialist tile market and its proving extremely popular with both our trade and DIY customers."

To buy CornerTape products or to browse Tile Depot's massive selection of wall and floor tiles in ceramic, porcelain and natural stone, pop into any Tile Depot store or visit www.thetiledepot.co.uk.

For further information, contact CornerTape on 01754 896990 or visit www.cornertape.co.uk. A video demonstration of the CornerTape product system can be found online, at YouTube and at www.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:

"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 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*

"Our buildings are used as offices, studios, pool and spa rooms, media, hobbies and day rooms, every one finished to the highest achievable standard. We were struggling when it came to establishing a professional finish in the internal corners but CornerTape 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 old rubbery silicone was made much easier with the plastic and steel scrapers. The CornerTape itself is 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. Most of the radius tools and the wire brush supplied in the kit went unused on this occasion. However 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 in general 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*