



ADDED COMFORT FROM INSTARMAC

In addition to a number of important developments recently introduced by the **Instarmac Group plc** concerning its range of adhesives and grouts, the Tamworth based manufacturer has now established a lifetime guarantee for its entire Ultra range of products.

The new lifetime guarantee means that as from January 2005, all Ultra materials are guaranteed against any defect for the life span of the material. "Customer relationships are incredibly important to us", commented John Holcroft, Instarmac's Managing Director.

"We strive to offer the finest products, quality, service and care. This latest initiative will further reassure our customers that when purchasing Ultra products, they are buying a product guaranteed for its entire life".

The new initiative is part of the Instarmac's overall policy of continuous development and supplements a number of developments introduced over the past few months. These have included the installation and commissioning of a brand new £500,000 paste manufacturing plant, the addition of three new colours to the Ultra Flexible Floor Grout colour range and the re-branding, re-design and container colour-coding for a number of its Ultra products to assist customer selection.

In addition, the fast growing adhesives and grouts manufacturer has just launched an unusual product sales promotion for the early part of 2005. As part of its New Year 'Gold Promotion', the company is giving away a number of exclusive fleeces, which can be claimed by any person lucky enough to find a gold disc inside one of the company's UltraProStick HG buckets.

Instarmac's overall objective is to make life a little easier for the users and distributors of its materials, to make product selection simpler, to add a little fun to everyday operations and to provide added comfort when choosing the company's products for tile bonding and grouting.

Further information regarding the new initiatives can be obtained from The Marketing Department, Instarmac Group plc, Kingsbury Link, Trinity Road, Tamworth, Staffs B78 2EX. Tel: 01827 872244. Fax: 01827 874466. Email: email@instarmac.co.uk

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Notes to Editor

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