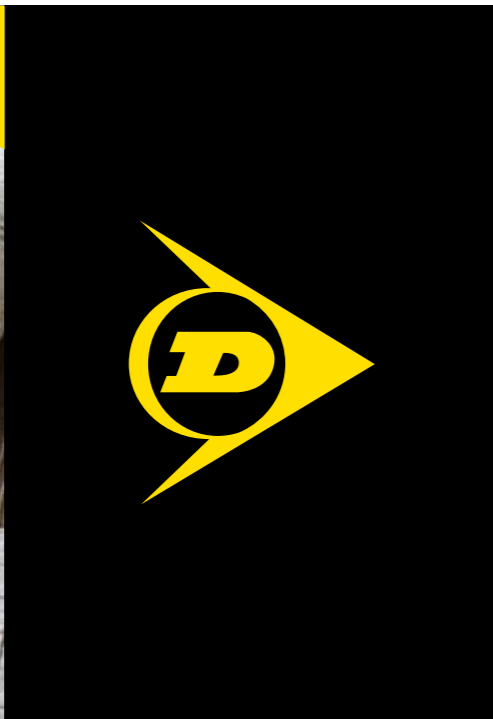




WELCOME TO

**Dunlop Building
Products for
the Trade**

www.dunloptrade.com



Innovat
Techno1
Centre



GREAT BRAND VALUES THAT ENHANCE YOUR BUSINESS
FIRST ESTABLISHED AS A BRAND IN 1888, DUNLOP REMAINS
ONE OF THE MOST WELL-KNOWN BRANDS IN THE WORLD AND
IS ASSOCIATED WITH A RANGE OF PRODUCTS IN SECTORS AS DIVERSE
AS TYRES, SPORTS EQUIPMENT, TRAINERS AND BUILDING PRODUCTS.



Dunlop tiling and flooring products are associated with good quality at a competitive price. For those that stock the Dunlop range, this incredible brand awareness delivers tangible benefits. **People respect brands, people trust brands, and ultimately people buy brands.**

Stocking our range allows you as a business to capitalise on the power of the brand, where products are demanded for their quality and performance and not just their price.

The Dunlop range is easy to understand, easy to use for the installer and ultimately easy to sell. Valued by multi-skilled tradesmen, the range is sold at builders merchants across the country.



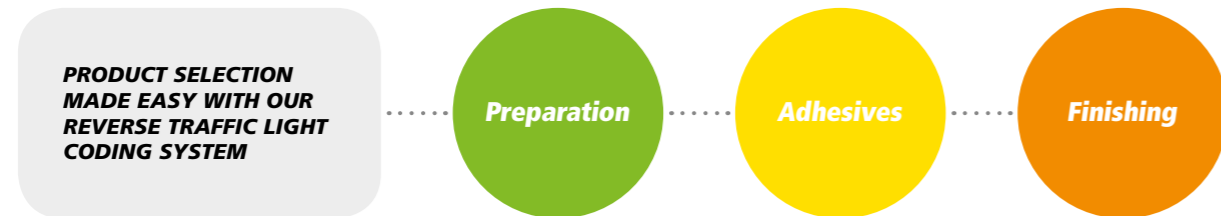



GREAT PRODUCTS FOR YOUR CUSTOMERS
WHATEVER THE TILING OR FLOORING PROJECT, BE IT INSIDE OR OUTSIDE, IN THE WET OR THE DRY, DUNLOP HAS A RANGE OF GREAT PRODUCTS TO MEET YOUR CUSTOMER'S NEEDS.

Manufactured under an approved quality management system certified by BSi (the UK's National Standards Body), Dunlop products offer impressive performance characteristics.

Formulated by our in-house R&D team, they draw on innovative patents and the company's advanced manufacturing capabilities to produce value-added features.

On top of these great product benefits, our product range has been designed to make it easy to select what you need for your project with our reverse traffic light coding system which features on all our packaging. Green signifies **preparation**, yellow denotes **adhesives**, and amber is used for **finishing products** such as grouts and silicone sealants – where any job ends.



 All Dunlop products are **certified by BSi**



10 YEAR GUARANTEE
IT'S ALWAYS RECOMMENDED TO INVEST IN GOOD QUALITY PRODUCTS PROVEN TO STAND THE TEST OF TIME – WHICH IS WHY ALL OF OUR DUNLOP PRODUCTS COME WITH A 10 YEAR GUARANTEE.

The guarantee offers complete peace of mind and confidence in the products' exceptional performance. This is attributed to the rigorous quality control procedures backed up by Dunlop's in-house research and development facilities and high standard, quality conscious production methods.

The combination of guaranteed quality with easy-to-use products is a strong selling tool for merchants and for customers, **a reason to choose our products.**

- ✓ Peace of mind
- ✓ Rigorous quality control
- ✓ Manufactured to the highest standards
- ✓ Unique product/brand features

QUALITY WEB SUPPORT AND ONLINE TOOLS

WE BELIEVE THAT ADDING VALUE TO YOUR BUSINESS IS JUST AS IMPORTANT AS PROVIDING GREAT PRODUCTS.

As part of this, we offer a range of online tools and resources for stockists on our website www.dunloptrade.com

One of the most valued tools we offer is our **Job Build** product selector tool. Dunlop Job Build can quickly provide suggested products and quantities in a quick and effective way. It can be used to help recommend products for complex tiling projects such as wet rooms, to straightforward jobs such as tiling a splashback.

Using Dunlop Job Build is simple. Simply select the surface to be tiled, the area of application, background and tile type. When each component of the project has been selected, the tool will provide you with a selection of products. From here you can enter the dimensions of the job for quantities if you wish. It's as easy as that!

As well as the **Job Build** tool, other resources on offer include downloadable product guides, point-of-sale plus how-to videos and contact information for our **Area Sales Managers based across the whole of the UK.**

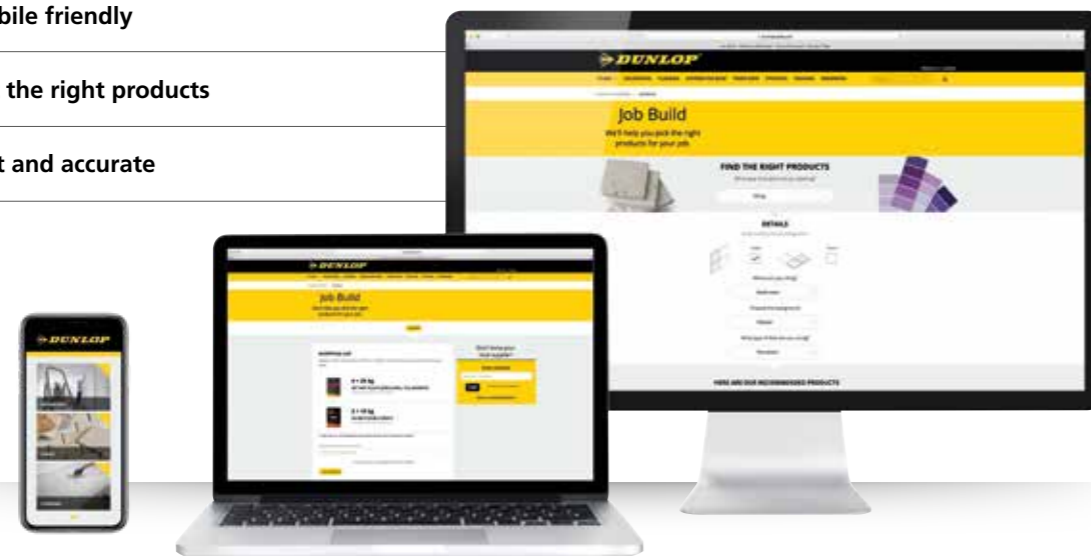
To try **Job Build** or access other resources, visit:

www.dunloptrade.com

✓ **Mobile friendly**

✓ **Get the right products**

✓ **Fast and accurate**



ON-SITE PRODUCT SUPPORT AND TRAINING

RECOGNISING THE MORE YOUR STAFF KNOW ABOUT OUR PRODUCTS THE MORE THEY CAN CROSS-SELL, UP-SELL AND ADD VALUE TO YOUR CUSTOMERS, WE PROVIDE VALUABLE PRODUCT TRAINING.

This includes regular retail training days held at our own purpose-built **Innovation and Technology Centre (ITC)** where, amongst other things, we offer guidance on how to give correct product selection and application advice.

Opened in March 2015, Dunlop's ITC leads the way in training and development in the tiling industry. Designed to the highest specification, it features interactive technology, a demonstration auditorium that can seat **more than 40 delegates, six practical training bays and meeting rooms.**

We also know that committing to bringing your staff off the trade counter can be demanding, which is why we also conduct in-store training at a time and place which suits you.

With Dunlop, you will also have access to a dedicated helpline manned by experts with a wealth of knowledge in all aspects of tiling and tiling products. These advisors are available to **answer all your tiling questions** and give advice on the best products to select for each job.

Contact our **Technical Advisory Service:**
01782 591 120

We back this up with a nationwide team of Area Sales Managers and Training & Technical Support Technicians with a wealth of experience in the trade who support large national and small independent merchants with training, practical knowledge and on-site project advice.

EXPERT SUPPORT AND ADVICE WHEREVER AND WHENEVER YOU NEED IT!



NO SOONER SAID THAN



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@DunlopAdhesives



DunlopAdhesives



DunlopTrade

www.dunloptrade.com



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