

# HARD WORKING MARKETING SUPPORT FOR

# BRITAIN'S MOST WANTED.

The launch of the new range is supported with a nationwide advertising campaign to support merchants and stockists. There are numerous items of FREE point of sale resources available that you can display in store to generate brand awareness and more sales!

Most of the point of sale items will be sent directly to you, but some items are only available on request. See the table below.

POINT OF SALE TYPE	AVAILABILITY
DL END-USER SELECTION AID LEAFLET	SENT OUT TO ALL STOCKISTS
A1/A2 POSTERS	SENT OUT TO ALL STOCKISTS
SHELF WOBBLERS/BARKERS	SENT OUT TO ALL STOCKISTS
SHELF LINERS	AVAILABLE ON REQUEST
PALLET WRAPS	AVAILABLE ON REQUEST
FLOOR VINYL GRAPHICS	AVAILABLE ON REQUEST
STOCKIST BANNERS	AVAILABLE ON REQUEST
AISLE END BUS STOPS	AVAILABLE ON REQUEST

To request additional point of sale materials please speak to your Dunlop Area Sales Manager.



A1/A2 Poster



Stockist Banner



Aisle End Bus Stops



Pallet Wrap



Shelf Liners



Floor Vinyl Graphics



Shelf Wobblers/Barkers



6pp DL End User Leaflet

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**Catch Britain's most wanted today!**  
Our technical team are on hand with expert advice, training and support. For more information visit [www.dunloptrade.com](http://www.dunloptrade.com)



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# BRITAIN'S MOST WANTED.



# THE MOST WANTED PRODUCTS – FOR YOUR CUSTOMER'S TILING NEEDS!



# WE KNOW WHAT YOU WANT!

**AT DUNLOP, WE DON'T STAND STILL ON INNOVATION AND PERFORMANCE LEADING PRODUCTS. WE BELIEVE IN PROGRESS AND PRODUCT DEVELOPMENT THAT WILL BENEFIT ALL OUR CUSTOMERS.**

FOR THAT REASON, WE ARE NOT STICKING WITH THE SAME OLD TILE ADHESIVES. WE HAVE MADE CHANGES TO ENSURE THAT THE NEW RANGE FLIES OFF YOUR SHELVES!

### WHAT WE'VE DONE:

- ✓ We have discontinued less popular products
- ✓ We have added new, exciting ones
- ✓ We have renamed the products using alpha-numeric coding
- ✓ We have kept the eye-catching packaging colours and simple product description.

### WHAT THIS MEANS FOR YOU:

- ✓ More shelf space for more popular and new and exciting additions within the range
- ✓ More efficient stock search, selection and ordering (simple names and product descriptions)
- ✓ A national marketing campaign will support the launch, helping to generate interest from new and existing customers.

### OUT WITH THE OLD AND IN WITH THE NEW

WE HAVE KEPT OUR BESTSELLERS ON THE RANGE, AND THIS TABLE PROVIDES AN EASY REFERENCE FOR WHICH NEW PRODUCT REPLACES WHICH OLD PRODUCT.

If you previously stocked this...



...Now stock this!

OLD PRODUCT CODE	OLD PRODUCT NAME	NEW PRODUCT CODE	NEW PRODUCT NAME
18768	FLOOR & WALL TILE ADHESIVE GREY 20KG	37934	CX-24 ESSENTIAL TILE ADHESIVE GREY 20KG
18767	FLOOR & WALL TILE ADHESIVE WHITE 20KG	37935	CX-24 ESSENTIAL TILE ADHESIVE WHITE 20KG
18930	FLOOR & WALL PLUS TILE ADHESIVE GREY 20KG	37936	CF-24 FLEXIBLE TILE ADHESIVE GREY 20KG
18931	FLOOR & WALL PLUS TILE ADHESIVE WHITE 20KG	37937	CF-24 FLEXIBLE TILE ADHESIVE WHITE 20KG
25782	FLEXIBLE SLOWSET FLOOR & WALL TILE ADHESIVE WHITE 20KG	37938	CX-03 FAST SET TILE ADHESIVE GREY 20KG
18675	RAPIDSET FLOOR & WALL TILE ADHESIVE GREY 20KG	37940	CF-03 FLEXIBLE FAST SET TILE ADHESIVE GREY 20KG
18686	SET FAST PLUS FLEXIBLE FLOOR & WALL TILE ADHESIVE GREY 20KG	37941	CF-03 FLEXIBLE FAST SET TILE ADHESIVE WHITE 20KG
23446	FLEXIBLE RAPIDSET FLOOR & WALL TILE ADHESIVE WHITE 20KG	37942	CLF-03 FLEXIBLE LARGE FORMAT & NATURAL STONE ADHESIVE GREY 20KG
18734	SET FAST PLUS FLEXIBLE FLOOR & WALL TILE ADHESIVE WHITE 20KG	37943	CLF-03 FLEXIBLE LARGE FORMAT & NATURAL STONE ADHESIVE WHITE 20KG
18646	LARGE FORMAT & NATURAL STONE ADHESIVE GREY 20KG	37702	NEW CS1-12 S1 ULTRA FLEXIBLE TILE ADHESIVE WHITE 20KG
18645	LARGE FORMAT & NATURAL STONE ADHESIVE WHITE 20KG	37691	NEW CS1-03 S1 ULTRA FLEXIBLE FAST SET TILE ADHESIVE WHITE 20KG

### CX-24 ESSENTIAL TILE ADHESIVE

STANDARD SETTING FLOOR AND WALL TILE ADHESIVE FOR CERAMICS AND MOSAICS			
• FOR CERAMIC & MOSAIC • INTERIOR & EXTERIOR USE		• EXCELLENT NON-SLIP • EASY TO USE	
SIZE	20kg	COLOUR	White, Grey
CLASS	C1T	COVERAGE	2-4kg/m <sup>2</sup>



### CF-24 FLEXIBLE TILE ADHESIVE

FLEXIBLE STANDARD SETTING FLOOR AND WALL TILE ADHESIVE FOR PORCELAIN AND CERAMICS			
• EXTENDED OPEN TIME • FOR PORCELAIN & CERAMIC TILES		• EASY TO USE • INTERIOR & EXTERIOR USE	
SIZE	20kg	COLOUR	White, Grey
CLASS	C2TE	COVERAGE	2-4kg/m <sup>2</sup>



### CX-03 FAST SET TILE ADHESIVE

FAST SETTING FLOOR AND WALL TILE ADHESIVE FOR CERAMICS AND MOSAICS			
• FOR CERAMIC & MOSAIC • INTERIOR & EXTERIOR USE		• SETS IN 3 HOURS • EASY TO USE	
SIZE	20kg	COLOUR	Grey
CLASS	C1F	COVERAGE	2-3.5kg/m <sup>2</sup>



### CF-03 FLEXIBLE FAST SET TILE ADHESIVE

FLEXIBLE FAST SETTING FLOOR AND WALL TILE ADHESIVE FOR PORCELAIN AND CERAMICS			
• FLEXIBLE • FOR PORCELAIN, CERAMIC & NATURAL STONE TILES		• SETS IN 3 HOURS • INTERIOR & EXTERIOR USE	
SIZE	20kg	COLOUR	White, Grey
CLASS	C2F	COVERAGE	2-4kg/m <sup>2</sup>



### CLF-03 FLEXIBLE LARGE FORMAT AND NATURAL STONE ADHESIVE

FLEXIBLE THICK BED POURABLE FLOOR TILE ADHESIVE FOR LARGE FORMAT AND NATURAL STONE TILES			
• IDEAL FOR NATURAL STONE, CERAMIC AND PORCELAIN TILES		• FLEXIBLE • INTERIOR & EXTERIOR USE	
SIZE	20kg	COLOUR	White, Grey
CLASS	C2F	COVERAGE	8.57kg/m <sup>2</sup>



### NEW INNOVATIONS TO THE RANGE

WE HAVE ALSO INTRODUCED TWO S1 ADHESIVES TO THE NEW RANGE.

S1 adhesives are characterised as being highly deformable and are always in high demand within the tiling sector.

At Dunlop, we believe this demand is a great opportunity for our merchants to be ahead of the curve.

### CS1-12 S1 ULTRA FLEXIBLE TILE ADHESIVE

S1 FLEXIBLE STANDARD SETTING FLOOR AND WALL TILE ADHESIVE			
• FOR CERAMIC, PORCELAIN & NATURAL STONE TILES INCLUDING LARGE FORMAT		• EXTENDED OPEN TIME & POT LIFE • INTERIOR & EXTERIOR USE	
SIZE	20kg	COLOUR	White
CLASS	C2TES1	COVERAGE	2-4kg/m <sup>2</sup>



### CS1-03 S1 ULTRA FLEXIBLE FAST SET TILE ADHESIVE

S1 FLEXIBLE FAST SETTING FLOOR AND WALL TILE ADHESIVE			
• FOR CERAMIC, PORCELAIN & NATURAL STONE TILES INCLUDING LARGE FORMAT		• EXTENDED POT LIFE • INTERIOR & EXTERIOR USE	
SIZE	20kg	COLOUR	White
CLASS	C2FS1	COVERAGE	2-4kg/m <sup>2</sup>

