

Success Stories – July 2009

Omega Tiles & Bathrooms Ltd. Redditch

Client:	Everton Football Club
Contractor:	J & A Tiling Services
Site:	Liverpool
Project:	Official club stores
Materials Used:	Ultra Tile ProFlex SP Ultra Tile ProRapid RS



Problem:

Omega Tiles & Bathrooms Ltd. Redditch is one of Ultra Tile's official stockists, regularly purchasing a selection of paste, powder and grout products. Following the supply of a sales lead generated by Ultra Tile's marketing activities; Omega Tiles & Bathrooms Ltd. Redditch was able to secure a substantial sale of Ultra Tile adhesives to J & A Tiling Services.

J & A Tiling Services had secured the contract to complete tiling installations throughout the two official club stores of the prestigious Everton Football Club and they were seeking to purchase the appropriate materials for the job.

Both stores are major attractions at their respective locations - at the club's grounds and within the Liverpool ONE shopping centre. Consequently efficiency was key during this project to ensure that there was no delay - we are all aware of the importance of keeping retail outlets open. An adhesive suitable for use on heavily trafficked areas was also of high importance.

Action:

J & A Tiling Services completed the tiling installations using Ultra Tile **ProFlex SP** and **ProRapid RS**.

Firstly a decoupling membrane was secured to the wooden floors using ProFlex SP, Ultra Tile's cementitious adhesive for areas where slight movement or vibration can occur. Then porcelain tiles were fixed to the membrane using ProRapid RS, an adhesive specifically formulated for heavily trafficked areas where dense tiles are often laid.

ProRapid RS has exceptional bond strength and is rapid setting, both of which are essential performance qualities when completing this type of tiling project.

Result:

Ultra Tile has demonstrated the success of their official stockist list and the exclusive supply of sales lead enquiries.