



Press Release
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Bond It sets sights on Trans-Atlantic success

Manufacturer of sealants, adhesives and other building chemicals, Bond It is preparing to replicate its UK success on the other side of the Atlantic. The business has recently appointed a sales agent who will help to increase product penetration for the company into the North American market.

David Moore, managing director at Bond It, explains: "As a manufacturer of world class building chemicals, Bond It is committed to making its products available on a worldwide scale. To that end, we have attended a number of international trade shows over recent months to identify new global markets.

"The ability of our products to offer an impressive combination of technical innovation, cost effectiveness and high performance encountered particular interest in the US and to capitalise on that we are delighted to announce the appointment of Paul Brach as our new sales agent for North America."

Originally from Austria, Paul is based on America's west coast and will represent Bond It across both the US and Canada. He brings with him an eclectic mix of skills and expertise having previously worked in roles ranging from business management to international sales. He has acted as a sales agent for European manufacturers looking to increase their success in the North American market since 2003.

Speaking of his appointment, Paul said: "Having sold numerous products for numerous global manufacturers in the US and Canadian construction sector for over a decade, I'm finely attuned to which products will sell - and which won't.

"I've every confidence that the same impressive levels of technical innovation, high performance and value for money that have made Bond It products a success in the UK will make them equally popular here in North America."

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Image and caption: *Bond It Paul Brach.jpg* **Global ambitions.** Bond It looks set to replicate its UK success on the other side of the Atlantic with the recent appointment of Paul Brach as its North American sales agent.

For more information on this story, contact Wayne Mohammed at waynemohammed@hotmail.com

Notes to editors:

- With its head offices and production facilities located in West Yorkshire, Bond It is a leading manufacturer of sealants, adhesives, building chemicals, waterproofing products, roofing compounds, polyurethanes, adhesive tapes and ceramic tile adhesives.
- Operating to ISO 9001 quality standards, the business supplies is extensive range of technical advanced, high quality products to builders' merchants, DIY outlets, retailers and specifiers across the UK, Europe, the Middle East and Africa.
- To help customers stay abreast of changing marketing conditions and demands, Bond It has a strong commitment to product development and continues to invest heavily into R&D whilst simultaneously drawing on many decades of technical experience and expertise
- The established Bond It brand was acquired by Seal It Services Ltd in 2002.
- More information on Bond It and its range can be found at www.bond-it.co.uk