



**Press Release**  
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## **Bond It launches new render bonding agent**

Bond It is making it easier for trade professionals to achieve superior results when applying concrete, brickwork and blockwork render.

The business, which ranks as one of the UK's fastest growing manufacturers of sealants, adhesives, fillers, waterproofing compounds and other building chemicals has recently launched a new exterior render keying agent.

New Bond It 'Exterior Pre-Grit' is a one-part, ready to use, external render bonding solution which benefits from added aggregate. This ensures a highly effective key prior to applying render to exterior substrates. The new product can also be used to improve adhesion to other smooth surfaces.

Kirstie Cooper, marketing manager at Bond It, explains: "As a business, Bond It has a firm commitment to new product innovation and development.

"Many customers in the UK building trade know us for our sealants and adhesives but we also use our advanced production facilities and in-depth manufacturing expertise to produce a wide range of other products.

"Our Exterior Pre-Grit is a good example of this and offers users all the quality, performance and competitive pricing people have come to expect of the Bond It brand."

To help ensure the success of its latest product, Bond It has engineered Exterior Pre-Grit to offer a number of pertinent and valuable benefits. This includes impressive ease of use.

Bond It Exterior Pre-Grit can be applied in just one application with each 10 litre tub providing approximately 30m<sup>2</sup> of coverage depending on the porosity of the substrate. The new product is also coloured light green to ensure quick and easy identification of treated areas.

Further benefits offered by Exterior Pre-Grit include the ability to reduce suction on porous surfaces.

This feature is important because excessive suction on such surfaces can result in a weak bond between the substrate and render leading to later failure and separation.

New Bond It Exterior Pre-Grit is also totally waterproof.

Kirstie Cooper concludes: "Like all Bond It products, our new Exterior Pre-Grit has been designed to help trade professionals tackle a common task in a quicker, easier and ultimately more effective way. It's also just one of many new product additions and enhancements we'll be announcing throughout 2015."

**- ENDS -**

**Image:** *Bond It Pre Grit.jpg*

**Caption:** **Ensuring a better bond.** Bond It's new Exterior Pre-Grit is an easy way to improve the bond between render and concrete, brickwork and blockwork.

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**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 an extensive range of technically advanced, high quality products to builders' merchants, DIY outlets, retailers and specifiers across the UK, Europe, the Middle East, Africa and Asia.
- 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.

- In August 2014, Bond It entered into a joint venture agreement with Astral Polytechnik - one of India's fastest growing manufacturers of pipes and piping systems. The new partnership will enable Bond It to accelerate aggressive and ambitious plans for further global expansion.
- More information on Bond It and its range can be found at [www.bond-it.co.uk](http://www.bond-it.co.uk)