

when you want **BEST VALUE** tiling adhesives

...the answer is



whatever the application



look! now even better value

It's time to move on

New BAL adhesive tech

When BAL Supercover gives you more for your money

When you select your tiling adhesive, do you buy **big...** or by **weight?**

Do you assume that this will help keep your material costs down?

Think again.

Because, the fact is... you're probably propping up the costs per square metre of your tiling. It's your coverage that will have been held down.

Why product weight is irrelevant

By including low cost, heavy fillers, it's easy for manufacturers to achieve 'cheapest' price per kilogram. But such filled products will make less volume of mixed adhesive – and cover a much smaller area. That's why it's a false economy to assume 'weight means value'.

It's the litres that count

When mixed, 1 litre of adhesive covers 1m² at 1mm depth. So what really matters is: **how many mixed litres of adhesive do you get for your money?**

Simply multiply the price per litre by the number of millimetres bedding depth you'll apply – and you'll have your true price per sq. metre cost.

How BAL gives you more for less – with Supercover Rapidset and Supercover Rapidflex

BAL Supercover adhesives are innovative high-yield products, with excellent bonding performance, that use lightweight rubber fillers rather than cheaper, heavy materials. So each 15kg pack of Supercover product provides 20% more mixed adhesive than 20kg of standard product! That's more litres of adhesive – and a lower cost per sq. metre covered.

In short, that means BAL gives you great value!

Other Supercover Plus Points

- Reduces overall weight for wall tiling where kg/m² limits are critical
- Go Greener: adhesive uses recycled raw materials
- Easier to mix and apply on site – and lighter to carry
- Grout in 2 hours: fast-track tiling
- 25-year guarantee

Don't settle for poor value

Compare prices per m

Technology is best value

When BAL Variset XP saves you time and cost

When you're under pressure to finish a project, does temperature hold you up, or time of day play havoc with your work-scheduling?

With normal adhesive, you're at the mercy of the conditions on site.

Too hot, it dries too quickly, so product may be wasted. Too cold, setting takes too long. Or perhaps you're under time pressure to finish the job.

Tiling on your terms – only from BAL

BAL Variset XP means you can take control when tile fixing. How quickly do you want it to set? You choose.

It's a very fast-drying adhesive powder – with a separate liquid. You simply decide how much working time you need, and check the tiling area temperature on the bottle's thermo-label. Then the dosage table on the sack tells you how many capfuls of Variset liquid to add to the mix.

Controlling the schedule – and costs

So you needn't wait the normal time for adhesive to set before grouting – or longer than expected because it's so cold. Perhaps that will mean a project won't have to over-run into an extra day after all. Or no worries about having to discard unusable product because it dried too fast in the heat.

Delivering the adhesive quality

There are also no worries about performance. BAL Variset XP adhesive won't let you down. It's flexible with excellent bond strength – even on porcelain tiles – and is water/frost-resistant.

In short, BAL has created a tiling revolution!



...ue, standard rapid-sets
mixed litre of adhesive

Trust BAL to get it right

BAL is the UK's leading brand of adhesives, grouts and ancillary products for professional tile fixers. Whatever the tile material, whatever the tiling background, and whatever the function of the tiled environment, there is a BAL solution that you can completely trust for quality and lasting performance.



Unique 25-year guarantee

Used correctly, BAL products won't let you down. That very reassuring fact is now fully confirmed via our unique 25-year product guarantee.

Unrivalled BAL experience

You can also rely on BAL to support you with expert advice if ever you may need it. No other brand can offer you the benefits of so much experience and expertise.

The BAL Technical Advisory and Specification Service provides free assistance, advice and specifications for all aspects of ceramic tiling installations. A nationwide team of BAL Product Support Technicians are also available to offer practical knowledge via phone or email, help write specifications, and provide on-site advice and training.

Call 0845 600 1222

Calls to this number are charged at local rate

Free business tools

To help you win business, BAL also provides a number of free online tools:

Powerspec – for easy product selection and specification

Quotebuilder – to produce fast professional quotations for your Customers

Tilerworld – a facility to provide free business leads and other benefits



For more information, visit
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