



On call, on line, on site

Whenever your tiling specification would benefit from precise tiling answers, you can trust BAL expertise and experience.

On call

Get immediate answers from our dedicated Specifier Support Line:

0845 600 1222

On line

Send your specific questions to the team by email:

specification@bal-adhesives.com

or by fax: 01782 591121

Or, take your project through to complete NBS M40 specification with the fast, authoritative and reliable Powerspec on-line tool:

www.powerspeconline.com

On site

Benefit from expertise in person, by calling in a BAL Product Support Technician. Start by calling the Specifier Support Line:

0845 600 1222

On the web

A wealth of information is ready to download from the BAL web site:

- Product details
- Technical data
- Material safety data
- Training information
- News and events

Find all the facts on more than 50 specialist tiling products, including 25 different adhesives, at:

www.bal-adhesives.com

SPECIFIER SUPPORT

go greener

Environmentally responsible
adhesives for tiling



BAL, in partnership with Cool Earth, is leading the tile adhesive industry in positive action to protect threatened rainforests. Based around BAL's "Go Greener" range of Environmentally Responsible Adhesives, the formula is simple: every square metre tiled means a square metre of rainforest is protected.



BAL

in partnership



Positively responsible

Real rainforest protection

The innovative partnership builds on earlier BAL activities, including creating the Go Greener range and earning formal environmental credentials. Now, specifiers and tilers can join in directly making a difference to the rainforests, because BAL makes a donation to Cool Earth for every Go Greener product sold.

Cool Earth stands out among environmental bodies in delivering real, immediate action rather than simply campaigning. It works with local communities to protect imminently threatened rainforest and protectively blockades tens of thousands of acres of adjacent forest.

It funds a local trust, making the local community the land's legal custodians, using rangers and satellite imagery to monitor 24/7 for illegal activity. Sustainable employment programmes and support for schools and clinics ensure that indigenous peoples do not suffer from lost logging income.

Real action

Every minute, 100 acres of rainforest is still cleared. Without positive action to slow the destruction, the impact will be devastating.

Massive emissions

Rainforest destruction accounts for six billion tonnes of CO₂ each year.

Threatened communities

Rainforests are home to 350 million people, with 1.6 billion depending on rainforests for their livelihoods.

Vital habitat

Two-thirds of all living animal and plant species inhabit the rainforests, alongside countless undiscovered species.

Essential resources

The Amazon rainforest provides 20% of the world's oxygen and 20% of the its fresh water.

Measurable results

The cost of offsetting one tonne of CO₂ emissions, donated instead to Cool Earth, prevents the release of 10 tonnes of CO₂.



ship with **cooearth**



BAL's partnership helps to fund Cool Earth's work on the rainforest front line. It enables the securing of land that would otherwise be sold to loggers and ranchers. Simply, deforestation is priced out of the market.

Effective action

Cool Earth has already protected 200,000 acres of rainforest, saving 8,800,000 mature trees and preventing 52 million tonnes of CO₂ emissions. It created two schools, a clinic and six warehouses, while training 45 forest engineers. With the help of BAL, and our specifiers and tilers, the protection will continue.

In the UK, Cool Earth supporters include such high-profile experts as David Attenborough and Lord Stern. Commercial organisations can help through a Cool Earth Partnership – one of the most cost effective ways to reduce global CO₂ emissions and play a vital role in tackling climate change.

Not every business can become a Partner. Cool Earth has to be stringent in checking a company's environmental credentials, and those of its products, before allowing its name to be used by a commercial concern.

BAL credentials can be seen in its maximum rating from the impartial British Safety Council: *"Five Stars on both Health & Safety and Environmental Audits... achieved by only a handful of companies... a fantastic achievement"* Matt Galloway, British Safety Council.

BAL's innovative and industry-leading products are of superior quality relative to other tile adhesives. And now, BAL's "Go Greener" range of high-performance Environmentally Responsible Adhesives satisfy the exacting Cool Earth criteria, the first tile adhesives to do so.

Effective partnership

Together, BAL and Cool Earth are making a real difference, with BAL committed to protecting at least 83 acres (33.5 hectares) of rainforest each year.

The donation made to Cool Earth for every "Go Greener" product sold is scaled to be proportional to the coverage afforded by each product.

It means that, for the specifier, the tiler and the end user, the arithmetic is easy: the protected area of rainforest is the same as the area tiled. If a 10m² floor is tiled, then 10m² of rainforest will be protected.

For every square metre of tiling fixed with a “Go Greener” product, a square metre of rainforest is protected.



up to
9.6m²
of rainforest
protected

up to
12m²
of rainforest
protected

Environmentally responsible adhesives:

Specify responsibly

Some project briefs insist that only the most environmentally responsible products be specified throughout. Others emphasise performance or value for money. Sometimes, a compromise is suggested between apparently conflicting criteria.

With tiling adhesives, there is no conflict between value and performance, no need to trade quality against ethics, no requirement for compromise. BAL's Environmentally Responsible Adhesives range enables specification of products to meet any criteria.

Five professional tile adhesives are manufactured with significant recycled content, in a state-of-the-art facility. They meet Cool Earth's tough environmental standards. All are easily identified by the packaging's distinctive 'Go Greener' logo.

Together, they offer an environmentally responsible solution for almost any tiling adhesive need.

BAL Supercover Rapidset

Exactly as the name suggests, this is a rapid-setting adhesive for both walls and floors. The difference is that this high-yield product spreads much further: kg for kg it delivers up to 60% more coverage than a standard fast-setting adhesive, for a reduced cost per m². It also means a lighter bag which, costing less to store and transport, has a smaller carbon footprint.

Benefits include easier and faster application, with reduced working times meaning faster project completion. It offers excellent bond strength, non-slip properties and high frost and water resistance to make it suitable for both interior and exterior use. It can be used with most tile types, including porcelain, in dry or wet environments.

Each 15kg bag of product will enable up to 9.6m² of rainforest to be protected.

BAL Supercover Rapid Flex

This is the high-yield version of the BAL one-part flexible adhesive loved by tilers for years. It suits most floors or walls where flexibility is key, including environments with varying temperature and humidity. For applications needing a powerful, flexible adhesive, including total immersion areas, this is the answer.

Two versions are available. The grey powder suits almost any tile type, including porcelain. The white version suits natural stone which is not susceptible to moisture staining. In both cases, the 60% greater coverage means a product with a reduced carbon footprint, lighter and easier to store and move around.

Every 15kg bag of adhesive enables the protection of up to 12m² of rainforest.



up to
6.5m²
of rainforest
protected



up to
9m²
of rainforest
protected



up to
2.5m²
of rainforest
protected

Environmentally responsible adhesives:

Specify greener

BAL Single Part Fastflex

This innovative adhesive guarantees to deliver the flexural qualities needed from a flexible floor adhesive. It enables confident specifying of an adhesive with a consistently correct proportion of flexibility-conferring polymer.

It is suitable for fixing any floor subject to limited movement and/or vibration and can be used as an isolating, anti-fracture underlay for tiles.

Its properties include rubber-like flexibility, with water and frost resistance. It reduces project delays by being ready for grouting after just five hours.

With a 5kg bag also available, the use of a single 12.5kg bag of the grey adhesive will allow the protection of up to 6.5m² of rainforest.

BAL Flex

This versatile adhesive is ideal for a wide range of substrates, including walls or floors where limited vibration and/or movement is likely. It suits most tile types, including porcelain, and can be specified for both interior and exterior use. Ready for grouting after 24 hours, it suits projects where deadlines are not sufficiently critical to require a rapid-setting product.

It is supplied in two parts, a powder and a liquid, to enable on-the-spot mixing of an adhesive with exactly the right degree of flexibility required. It is particularly suitable for tiling on exterior walls and for tiling onto such challenging backgrounds as steel and painted surfaces.

For every 8.5kg bag used, up to 9m² of rainforest will be protected.

BAL Acousti-Bond

This is the adhesive to specify where noise may be an issue, used in conjunction with a BAL-approved sound reduction matting. The combination typically meets the impact sound insulation requirements, of less than 62 dB, required for purpose-built rooms for residential purposes (Building Regulations 2010 – Part E - Resistance to the passage of sound).

Suitable for specifying with most types of tile, including porcelain, its high flexibility means that it can be used with underfloor heating.

Using a single 7.5kg bag enables 2.5m² of rainforest to be protected.



Make a positive environmental impact:

Be sure it's Cool Earth

coolearth



An architect, designer or specifier, committed to creating sustainable built environments, faces no shortage of bodies clamouring for their support.

Almost all are campaigning groups. Raising environmental awareness and lobbying for legislation are both worthwhile activities, but the rainforest is disappearing now. It can only be saved and protected by real action, carried out immediately.

Cool Earth only spends 10% of its income on administration, quickly turning support into measurable action. A specifier backing Cool Earth through its BAL partnership can even monitor the change at the specific spot in Peru's Ashaninka region, as it happens.

A specifier does not have to donate directly to Cool Earth in order to fund its rainforest projects. Just specifying the right environmentally responsible products for the job, from BAL, means providing real help for the rainforest, even before the fixer lifts their trowel.

To make a real difference, protecting the rainforests and helping their indigenous populations now and into the future, channel your support effectively. Be sure it's Cool Earth.



The first choice of professional tilers for more than four decades is now the first choice for specifiers seeking environmentally responsible, high-performance tile adhesives.



Specify environmentally responsible adhesives:

Be sure it's BAL

Only one UK tile adhesive manufacturer, meeting stringent product criteria with its Environmentally Responsible Adhesives range, is an official Partner of Cool Earth. BAL stands out for its real, immediate, measureable impact on the rainforest. Simply, every pack of Go Greener product sold extends protection for the Peruvian rainforest.

If a specifier wants to specify tile adhesives with total confidence in their performance, quality and value, backed by comprehensive technical support and a 25-year guarantee, BAL has always been the answer. Now, if a specifier wants to specify tile adhesives with total assurance of the products' environmental credentials, complemented by a real contribution to protecting threatened rainforests, BAL is still the answer.

Words are not enough and BAL has always translated policy into action. Having long held BS EN ISO 14001 accreditation, it undertook the British Safety Council's much tougher Five Star Scheme, for both Health & Safety and Environmental Audit. It earned the maximum Five Stars rating in both categories:

Achieving Five Stars on both the Health & Safety and Environmental Audits is extremely rare and has been achieved by only a handful of companies. It is a fantastic achievement by Building Adhesives...

Matt Galloway
British Safety Council

For complete confidence and to make a real difference, be sure it's BAL.

