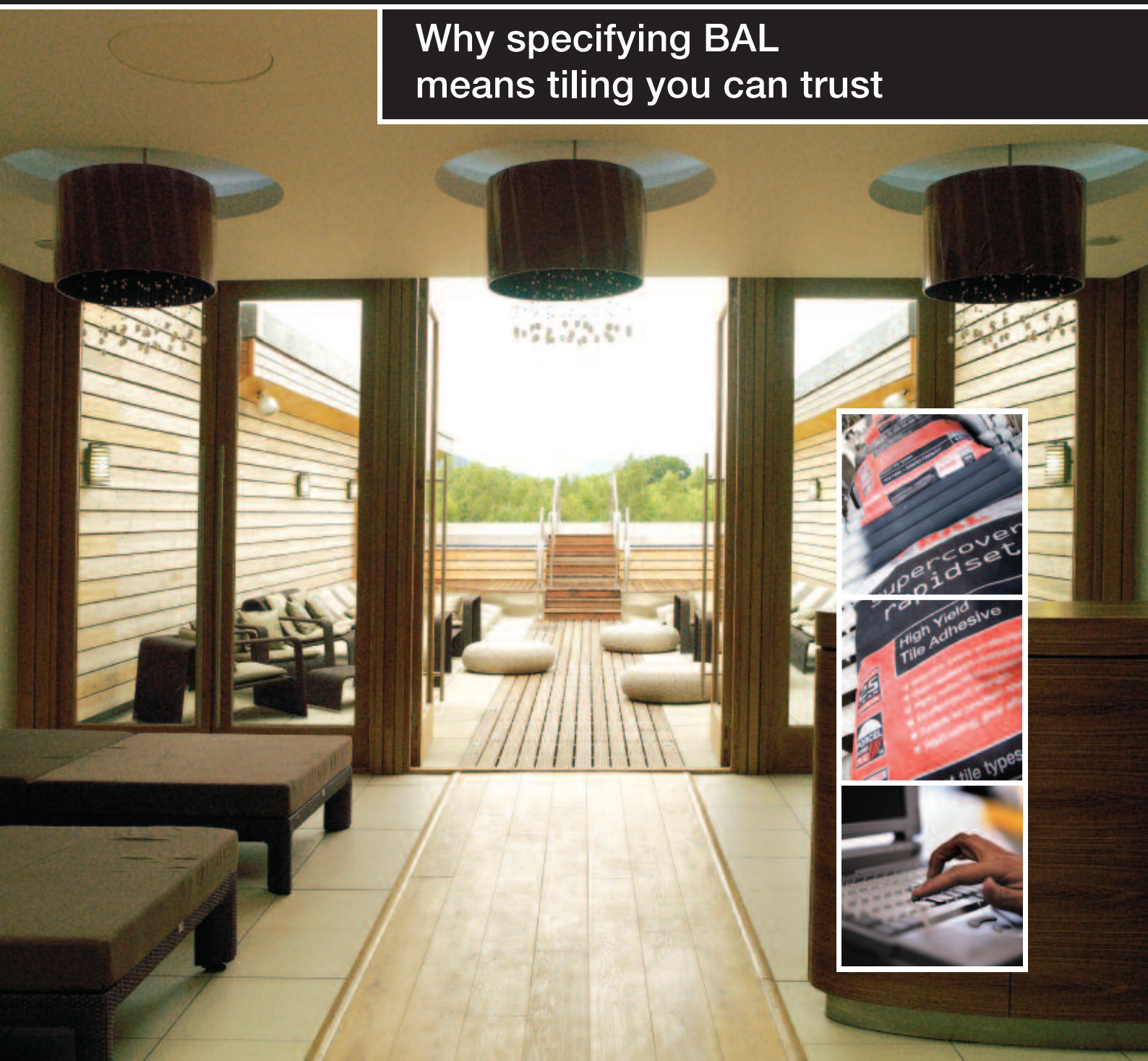
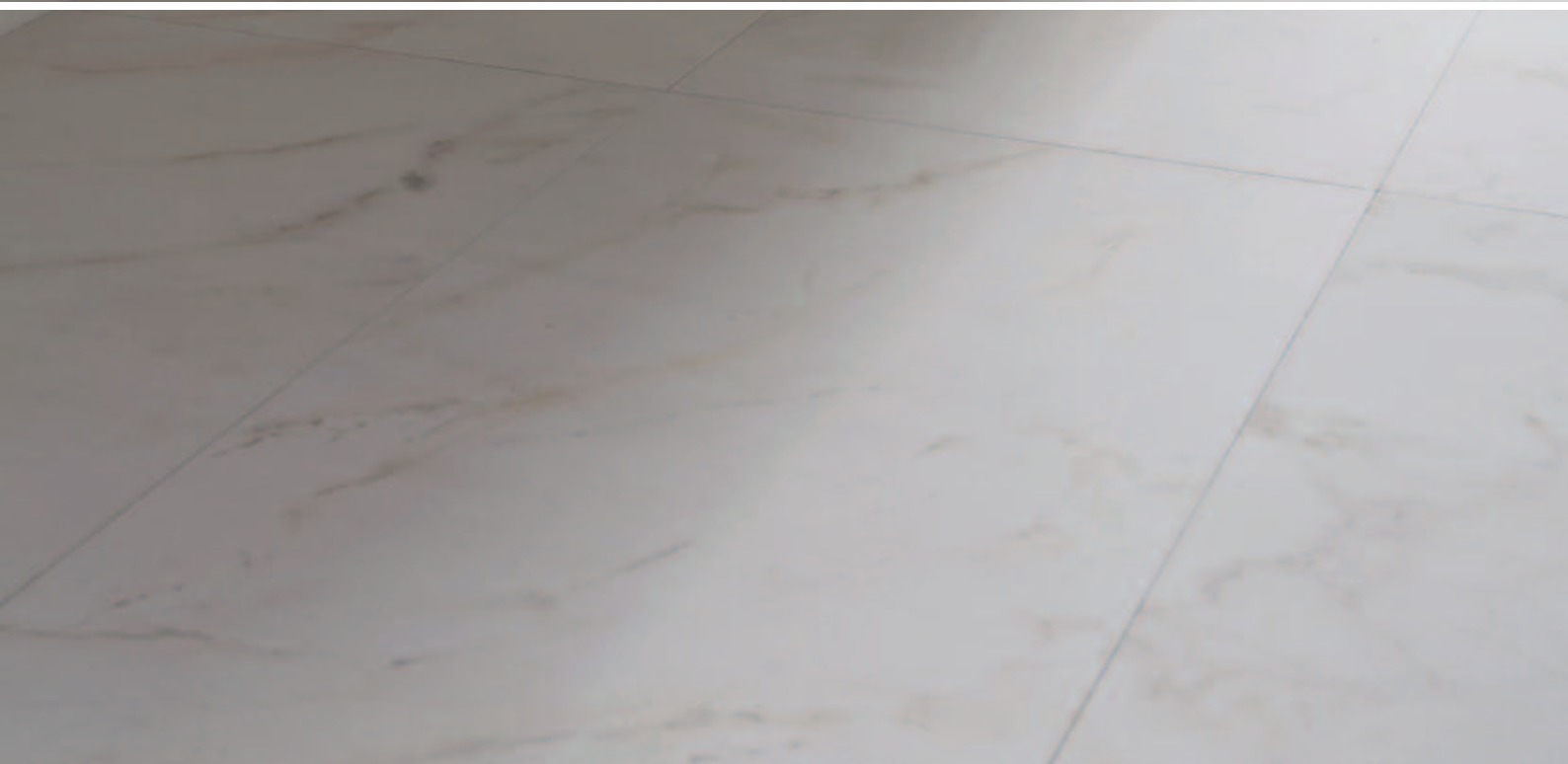


SPECIFIER SUPPORT

the right choice

Why specifying BAL
means tiling you can trust





Beyond appearances



Sometimes, it is clear that you have specified the right products. If they are on show, everyone sees them.

Others are never seen after project completion. Everyone can admire stunning tilework, but what about the adhesive holding it in place?

Your choice of tile adhesives is as vital as the tiles themselves. Getting it right is the only option.

Differences matter

Our 25 professional tile adhesives are all different for a very good reason.

Varying tile types, substrates and environmental conditions: each will influence the adhesive needed. There is never a 'near enough' answer.

Specifying tile adhesives is a complex process, demanding exact answers to detailed questions. Only specifying correctly allows 'select and forget' confidence.

Confidence through focus



You do not need to be a tiling expert to specify correctly every time. In BAL, you can call on a company in its fifth decade of fully focused specialisation.

BAL teams solve specifier challenges constantly. Understanding your needs, processes and pressures, they know why you insist on getting things right.

Everything covered

Only BAL, the professional's first choice for over four decades, can meet every key specifier requirement.

1 Perfect fit

Exactly the right adhesives and grouts needed to translate your tiling vision into installed tiling reality.

2 Applied expertise

Informed answers to your specific project challenges, based on years of real-world experience.

3 Comprehensive support

All the help you want, whenever and however you need it: on call, on-line or in person.

4 Deserved trust

An unmatched reputation you can rely upon, earned through decades of satisfying professional needs.

5 On-site practicality

Products formulated to save time and aid tilers, available nationwide on short notice, for faster project completion.

6 Guaranteed results

The industry's only 25-year warranty, carried by every product bearing the BAL name.



1

choices



2

answers

Confidence comes from correct choices

1



Correct choices matter, but they are not always easy. BAL's free Technical Advice Service answers 50,000 queries every year. Nearly half of these concern problems arising from specifying the wrong product.

When this happens, somebody has to pay. The buck usually stops with the person making the wrong decision. It can be costly.

Remedial work can cost more than the original installation. Then, factor in the interrupted use of the tiled area. Just a single incorrect product choice can have a major impact.

When there is only one correct choice, your reputation is at risk if you specify anything else. For complete confidence, you can consult experts who put their own reputation on the line 50,000 times every year.

Only the right answers are acceptable

2

Professional tilers trust BAL's unrivalled expertise, supporting an unbeatable range of adhesives, grouts and allied products. It provides the right answers when they matter: on real projects, where reputations are at stake.

The Villa Marina Arcade's refurbishment involved 1,800 m² of access routes, bars and performance areas. A complex, precise tiling design. All demanding complete sensitivity to the historic environment.

The Carrick required 4,000 m² of porcelain tiles, limestone tiles, mosaics, pebbles and more. In varying sizes, types, colours and combinations. On surfaces from plasterboard to plywood to walls. In differing environments.

The Eco House's extensive tiling for walls and floors included underfloor heating, steam and wet rooms. It had to be distinctive and stylish. Every product needed eco-credentials, energy-efficiency and guaranteed durability.

Three real projects, three completely different sets of circumstances, one common factor. Each specification had to be absolutely right.

BAL expertise identified six different application-specific adhesives, four different grout types. As always, exactly the right answers.

BAL for familiar project types

A comprehensive range:

Adhesives to BS EN 12004

- Powder and ready-mixed.
- Fast-setting, reduced slip and extended open time options.
- Extra flexible to BS EN 12002.

Grouts to BS EN 13888

- Cementitious and resin.
- Options including wide colour range.

Preparation products

- To level, prime or waterproof surfaces for tiling.
- To promote bond strength, or enhance flexibility.

BAL for special characteristics

Options for specific performance:

Adhesives for

- Areas subject to deflection or limited vibration.
- Applications with power showers or full immersion (e.g. swimming pools).
- Variable-setting options for time-sensitive projects – grouting and completion sooner.

Grouts with

- Built-in antibacterial protection for extra hygiene.
- Chemical or abrasion resistance.
- Extra flexibility.
- Efflorescence-free properties.

BAL for specific purposes

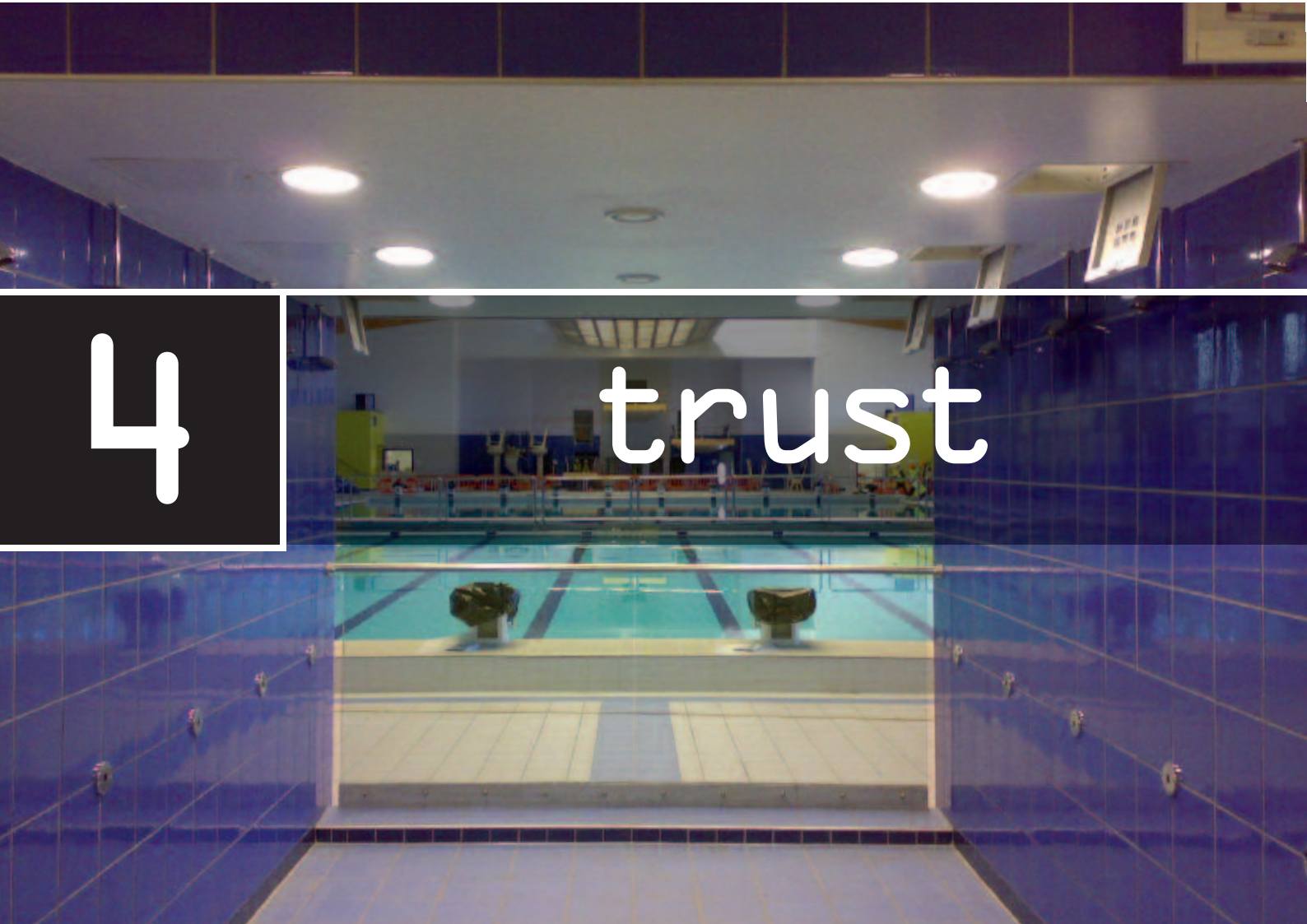
Products created for special project needs, including:

- Fast-track tiling on new concrete/screed: **BAL GREEN SCREED**
- Improved tile-floor sound reduction: **BAL ACOUSTI-BOND**
- Trafficked/heavy loading areas: **BAL MOTOBOND**
- Glass block walls: **BAL GLASS BLOCK** adhesive mortar
- Fast-track grouting of large floor areas: **BAL POURABLE FLOOD GROUT**



3

support



4

trust

On call, on line, on site

3



Fast advice

Sometimes, you may have a simple tiling question. Take the fast route: call 0845 600 1222. The service is free, without obligation, and staffed by dedicated experts. Each has at least 15 year's experience to offer.

On-line tools

Specifiers nationwide trust Powerspec as their everyday on-line expert. Take any project, step by step, through to complete NBS M40 specification. The fast, authoritative and reliable route to making the correct product choices.

On-site guidance

For advice you can trust, nothing beats having your own on-site expert. BAL's team of Product Support Technicians are always ready to visit your project and give practical, experience-based consultation.

Specification specialists

The best specification is the one written with expert assistance. For direct help in creating the perfect document, you have only to ask.

BAL – leading the way in specifier support:

- On call, with experts ready to answer your questions
- On site, with experts ready to visit your project
- On line, with the world's most powerful specification tool

CPD and training

A range of RIBA-accredited courses will aid specifiers seeking Continuing Professional Development. BAL, with a network of Training Centres, is known for setting the standards in every area of tiling education and training.

Trust has to be earned

4



Trust comes from experience

To really find out about a company, ask its longstanding customers. Professional tilers, who turn your vision into reality, choose BAL first.

They know how the established workhorse products, BAL Gold Star and BAL White Star, always deliver results.

Trusted by professionals

Adhesive innovations including BAL Supercover Rapidset, BAL Green Screed and BAL Variset XP, have won their immediate universal approval.

From BAL Ultrabase for levelling, through any of 25 specialist adhesives, to BAL Microcolour and BAL Microseal for grouting and sealing, professionals trust the market leader.

That start-to-finish trust is based on experience. Day after day, year upon year, BAL has earned their confidence, a confidence that should be written into your own specifications.

BAL has always led in creating innovative products to meet specific challenges.

Sustainability and speed issues?

BAL SINGLE PART FASTFLEX, with over 10% recycled content, dries in just five hours.

Short working-time windows?

BAL VARISSET XP, fully controllable, allows both tiling and grouting within minutes.

Awkward, uneven substrates?

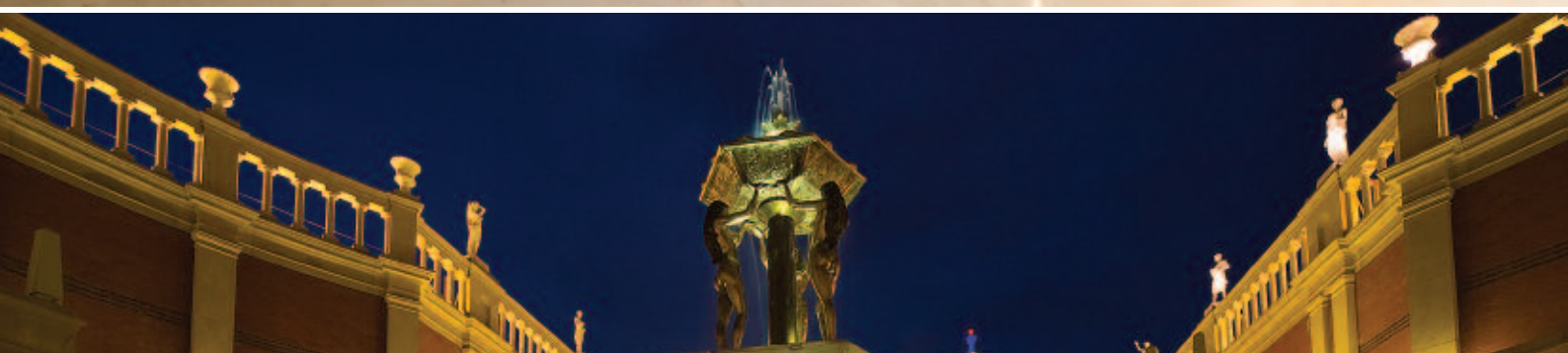
BAL ULTRABASE, highly flowable, levels surfaces for tiling within two hours.

Cost/value challenges?

BAL SUPERCOVER RAPIDSET, dry in two hours, spreads 60% further than standard products.



5 practicality



6 guarantee



Real benefits on-site

5



Designed to be practical

BAL always looks beyond the specific role and function of any product. Simply fulfilling its purpose is not enough. Each is designed with the user in mind

Application has to be simple, fast and straightforward, allowing the professional to focus on workmanship and finish.

Speeding project completion

All tiling carries time pressures for completion. Often, it is a key activity in the project's critical path, with other elements awaiting its conclusion. For time-critical tiling, BAL offers options.

Faster-setting adhesives are available, as are products where setting times can be controlled by the tiler. Products have been created for application before substrates are fully cured. All enable earlier starting of tiling-dependent project phases.

BAL products are designed for on-site efficiency:

- Greater coverage from high-yield adhesives
- Earlier grouting with controllable adhesive setting
- Earlier tiling with adhesives for new screeds

Overcoming the unexpected

Any experienced project leader expects the unexpected. When unusual or tricky circumstances arise concerning tiling, BAL is ready to help.

Practical advice can be provided on-site by experts, nationwide, for fast analysis and fast solutions. If changing environmental or other circumstances mean that re-specification is needed, they will have the answers.

Assured results

6

Longest warranty



BAL stands firmly behind its products with the industry's longest warranty: 25 years.

Every adhesive, grout, preparation product, sealant: every single product bearing the BAL name is guaranteed for 25 years, subject to the usual 'correct use' conditions.

From start to finish, your product choice is guaranteed to deliver your intended results.

Standards

BAL was created to improve standards in tiling.

It manufactures products acknowledged by professionals as the best, created by leading-edge research and development in its own laboratories.

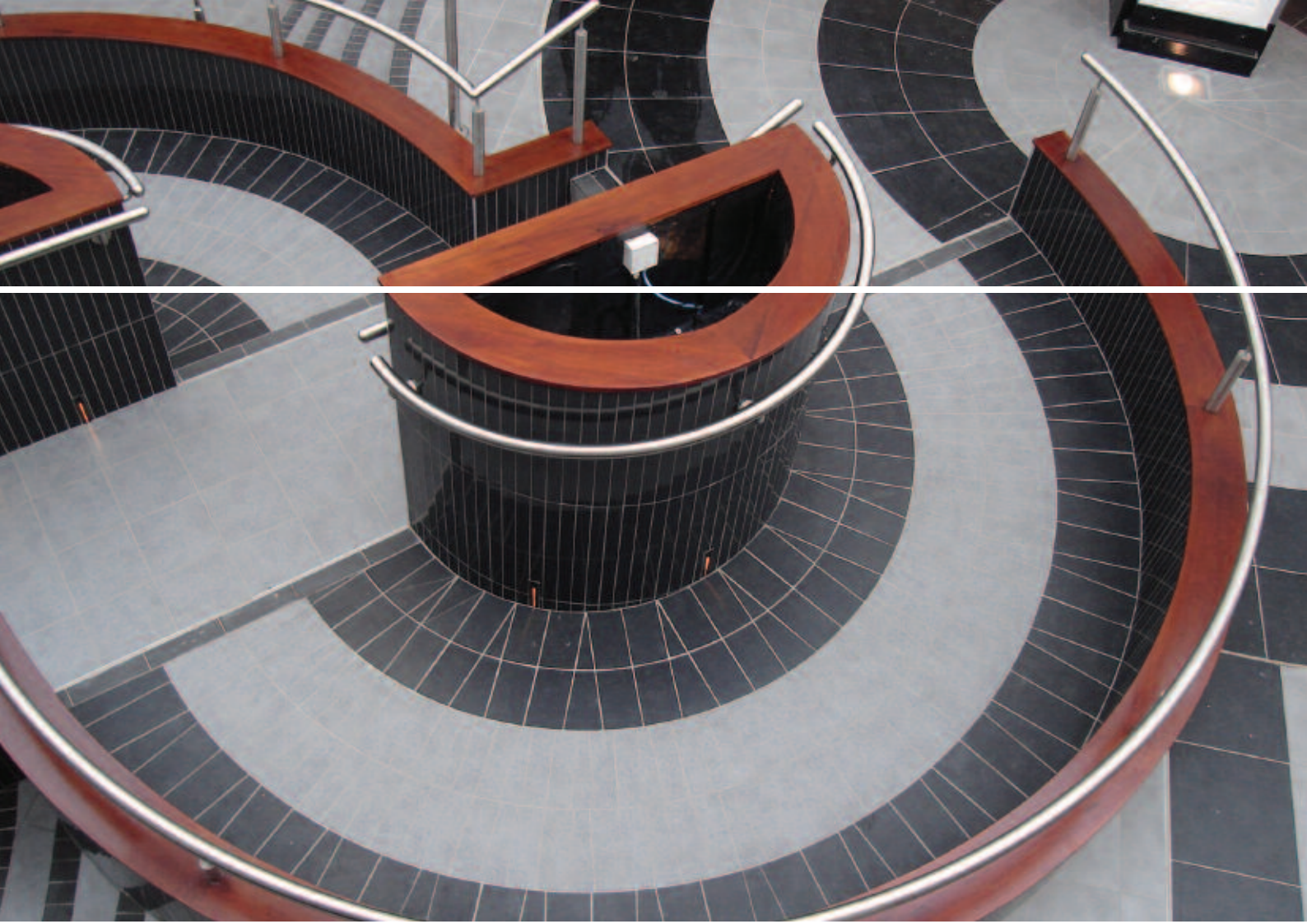
It supports its products with unrivalled technical back-up.

It delivers RIBA-accredited CPD for specifiers. It offers tiler training, through its own dedicated Training Centres and BAL franchises, which continues to set the industry standards.

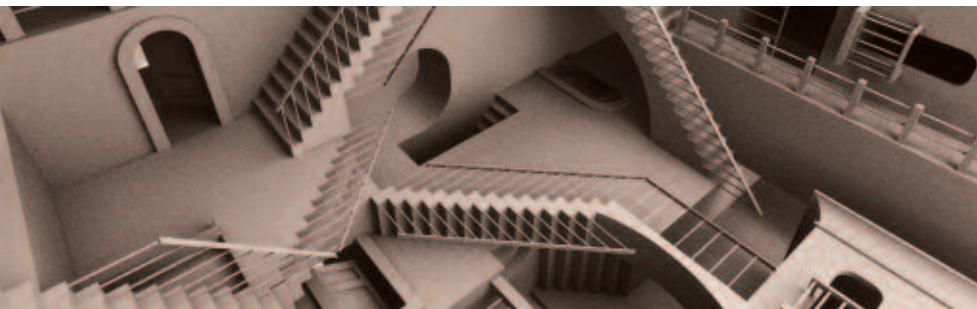
The BAL name is the specifier's guarantee of quality.

- The first choice of professional tilers
- Industry-leading technical support
- Widest range of standard and specialist products





BAL – because every project is different



When specifying tiling, you can make few assumptions. Even similar projects will have slight differences which may influence your specification.

Imagine identical projects, for the same site, with identical timescales. One will be built during July, one in January. You may need to specify different tile adhesives, as drying times are affected by ambient temperature and humidity.

Every tiling specification involves such factors, among many others. Getting it wrong is easy and can be costly.

You do not have to be an expert to get it right first time, every time. You just have to know that you can turn to BAL for answers.

Total confidence

Whatever your tiling question, BAL is always there to help: on call, on-line and on-site.

Whatever the demands of your project, BAL has the products that deliver, proven and trusted by professionals.

From start to finish, BAL enables you to specify tiling adhesives, grouts and allied products with complete confidence.



Towards a greener future



From material sourcing through to packaging, sustainability is a key BAL focus. It can be seen in greater use of recycled components within products, in waste reduction programmes, in energy saving initiatives.

BAL environmental policies, integrated into every area of its business activities, now influence everything from product formulation to supplier selection. They are under continual review to ensure best practice implementation by all BAL personnel.

BAL is committed to helping specifiers to deliver environmentally responsible projects.



As the long-established, acknowledged market leader – for products, for technical support, for training – BAL aims to continue setting the industry standards in environmentally-conscious processes, procedures and policies.



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