

Y

welcome to the world of
YOU + BAL

YOU +  BAL

bal-adhesives.com



@BALtiling



BALtiling



what is Y+?



This is your passport to a world of tools, support, training, rewards and direct access into the heart of BAL.
The YOU+BAL Partner Card is a mark of a professional tiler that is supported by the market-leader for tiling.

As a YOU+BAL partner you are now backed up by an unmatched nationwide technical support team, getting instant access to business development tools and services, as well as exclusive rewards.

Plus, show your clients this card and they'll know they're getting a credible tiler partnered with the market-leaders in tiling.

Simply, YOU+BAL puts you at the heart of a market-leading team.

It's not just 'one thing' – it's everything.

Working together has always made us stronger. In fact, BAL was formed by the industry for the industry. Created by the British Ceramic Tile Council to provide the first specialist manufacturer in the UK dedicated to manufacturing products specifically for tiling installation and to lead support and standards for the tiling industry.

Since that day – for more than 50 years – we have continued to innovate products and services by working with you, so we can ensure you benefit from improved tiling results and where possible, an easier life!

it's...



YOU+BAL is our way of welcoming all fixers and contractors to partner with BAL so that together we can give you exactly what you need to help your business grow and to keep your life simple.

It's an even greater opportunity for everyone to be the heartbeat of BAL; to instantly benefit from the full support we can offer and to give you access into BAL to develop the products and services that you want together.

- Our unique development programme.
- Business development tools.
- Business support tools.
- Training.
- 24/7 Technical support.
- Exclusive rewards and discounts.

being a BAL partner

you make BAL great

So let's enjoy the benefits we can offer you and see what else we can improve together!

From collaboration on the development of innovative new products and service solutions, to sharing experiences and information and networking events with fellow professionals, we've been doing this for years so you have a suite of tools to enjoy straight-away, and now YOU+BAL will allow us to work together even closer to help take tiling to new heights.

1 development programme

- Get access to confidential product or new technology testing days where you can help create and shape the products and services of the future; to make your life easier, jobs faster and results even better!
- Direct access to the entire BAL team; R&D, Technical, Training, Marketing to flag up any issues you have with tiling in general – we can help straight away or go away and develop a new solution!
- Invitations to exclusive BAL events.
- Exclusive content and input into key industry hot topics and discussions.
- Immediate supplies of new industry papers, with insight on how this impacts you.

2 business development tools

- Get a free business web profile to use as your own company website to enhance your reputation.
- Receive hot homeowner leads for new work from the thousands of visitors each month on the BAL website.
- Instant access to order BAL sales aids and literature that you may need for your own information or to leave with your customers to help get more work.
- Free case study development service and award nomination writing service to promote your business and give testament to your great work!
- Free promotion of your work across BAL social media and digital platforms for everyone who follows BAL to see.

3 business support tools

- A new, unique Apprentice Finder Tool for contractors so you can get access to apprentices in your area.
- Free PowerSpec online specification tool for quick, easy and technical accurate specifications.
- Free M40/M20 specifications for larger projects produced by our in-house technical experts on your behalf so you don't lose that contract.
- Free sample testing service for contracts so we can recommend the right fixing products for new materials and backgrounds that may have been specified.
- Exclusive technical area access on the new BAL Forum for 24/7 support and advice.
- The latest BAL news and technical advice before anyone else to find out what's new from the market-leaders.
- Plus our leading BAL 25 year product guarantee.

and there's more...

4 training

- Get a free training course of your choice every year at our state-of-the-art Innovation and Technology Centre (ITC) to help you brush up on your skills and learn new techniques or installation types.
- Can't come to us? We'll come to you with free local training. Perhaps at your site or a BAL stockist premises, simply wherever is easier: we can provide bespoke training as you want it, where you want it.
- Free business development workshops to help you keep your books in order, get digitally up-to-speed and get active on Social Media.

5 instant back-up, wherever and whenever

- Industry leading technical support with BAL Technical Advisory Service (TAS), R&D Team, Quality Control and Product Support Team with a combined experience of more than 200 years available for advice every working day of the year.
- A nationwide team of Product Support Technicians (PST) all of whom are qualified tilers and can assist you online, on-the-phone or on-site anywhere in the country.
- Full library of technical materials available online 24/7.

6 ...and let's not forget some exclusive rewards and discounts, including...

- Use your Partner Card to get exclusive discounts on any BAL product purchases at selected BAL Trade Days / Events.
- Exclusive product promotions – only available to partners, every single quarter.
- Free BAL merchandise to keep you looking good!
- Regular one-day only partner discounts and promotions for use at BAL stockists.

plus much, much more!

Terms and conditions may apply. Please see details at www.bal-adhesives.com

what do I need to do now?

nothing!

As you're already registered on the BAL website for YOU+BAL you can automatically take advantage of our partnership. No product purchases are required – just enjoy the benefits of being a BAL partner.

Further details and access to all of the benefits is easy:

1 go to www.bal-adhesives.com

2 click

on the profile you registered under (i.e. tiler, contractor etc).

3 login

at the top right of the page using your username and password and select the 'YOU+BAL' panel.

the next steps...

you get out what you put in

There are lots of ways to get started as a BAL Partner today including access to our support services and business development tools, top tips, advice and giveaways.

Being a BAL Partner is the first step in what we hope will be an ongoing and fruitful relationship, because the more we support each other the stronger we'll become.

Going forward, BAL will offer Partners the chance to have greater access inside BAL, enhanced tools and priority support services by becoming Certified Partners and Advanced Certified Partners.

More details about becoming a Certified Partner or Advanced Certified Partner can be found in the YOU+BAL web zone.

BUILDING ADHESIVES LTD
Longton Road, Trentham, Stoke-on-Trent, ST4 8JB, England
www.bal-adhesives.com

YOU+BAL puts you at the heart of a market-leading team. Become a BAL Partner today and instantly benefit from full support, innovative products and services that make life easier. Working together, everything you need to help your business grow.

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visualised with card attached

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