



supercover adhesives

Lead in questions

- Do you really get the best price per m² if you are buying the cheapest 20kg sack available?
- Are you just putting up with an adhesive you don't enjoy using because you think it is the lowest price?

Features & Benefits: BAL supercover rapidset

Feature 1: Lightweight fillers are used to create over 20% more literage of adhesive per sack than standard sacks of adhesive using heavy/bulky fillers.

- By including cheap, heavy fillers, it's easy to get 'cheapest' price per kilogram. But such filled products will make less volume of mixed adhesive – and cover a much smaller area.
- An adhesives weight (kg of powder) is irrelevant. Simply it is volume (litres of adhesive when mixed) that identifies coverage. When mixed, 1 litre covers 1m² at 1mm depth. What really matters is: how many mixed litres of adhesive do you get for your money.

Benefit: More litres of mixed adhesive mean that you can cover more m² for the unit cost. Ultimately supercover products are the best value product per litre/m².

Feature 2: Lightweight fillers give the product a better consistency

- Replacing heavy / bulky fillers such as sand with lightweight rubber crumb mean the product has a lower density

Benefit: Easier to mix and apply on site – and lighter to carry making application faster and more comfortable.

Feature 3: Lightweight formulation gives added practical benefits in specifications.

- Overall weight for wall tiling is reduced. Kg/m² limits are critical on walls and can easily be reached with larger format and natural stone tiles.
- Go Greener: adhesive uses recycled raw materials helping to improve the green credentials of a specification.
- Grout in 2 hours: fast-track tiling.

Benefit: More specifications can be gained using supercover products.

When should I sell this?

BAL Supercover Rapidset and BAL Supercover Rapid Flex should be sold instead of any other kind of standard rapid-setting adhesive of any brand ...including standard BAL Rapidset or BAL Rapidset Flexible.

The Supercover versions meet exactly the same specification as the standard BAL equivalents and continue to provide the high quality and ease of use expected by fixers with any BAL product - but are the best value option.

...PLUS enjoy the benefit of BAL

Trusted throughout the tiling industry - BAL is the UK's leading brand of adhesives, grouts and ancillary products for professional tile fixers. Fixers trusted BAL for quality and lasting performance.

Unique 25-year guarantee BAL products won't let you down, we guarantee it!

Unrivalled BAL experience - Benefit with our experience and expertise. The BAL Technical Advisory and Specification Service provide free assistance, advice and specifications for all aspects of 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.

Free business tools – Stay ahead with free business lead facilities and professional quote building tools.