

NEW SOLDERLESS PRODUCT FOR BONDING COPPER PIPES, FITTINGS AND CONNECTORS

Submitted by: Pattison Mitchell Associates

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REVOLUTIONARY NEW SOLDERLESS PRODUCT FOR RELIABLY BONDING COPPER PIPES, FITTINGS AND CONNECTORS TO BE LAUNCHED ONTO EUROPEAN MARKET BY KALIMEX AT DIY & GARDEN SHOW

In addition, the full range of established QuikSteel(TM) steel-reinforced epoxy putty and QuikTape products to be exhibited - DIY & Garden Show, Earls Court, London, 16-18 January, 2005 - Kalimex stand number B35

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Described in the USA as 'the hottest new product in the plumbing industry', a new and revolutionary cold-cure bonding compound for reliably and permanently joining copper tubes, fittings and connectors will be launched onto the UK market for the first time at the DIY & Garden Show, London, in January.

The product, Just-For-Copper(TM), is the mainstay of a complementary product range that includes a high performance copper epoxy putty and a special thread sealant designed specifically for brass and copper threaded connectors.

Aimed at the DIY sector, but equally suitable for trade use, the new Just-For-Copper product range will be exhibited on the stand of its exclusive importer and distributor in Europe, Kalimex. The company is a UK-based supplier of leading repair and maintenance products for the DIY and trade market.

Besides Just-for-Copper, visitors to the Kalimex stand will be able to see the full range of popular QuikSteel epoxy putty repair and fixing products, plus QuikTape, an advanced high-performance, self-bonding tape for making tough, permanently resilient insulations or seals.

SOLDERLESS COPPER BONDING

The Just-For-Copper bonding product has already been awarded numerous accolades in North America including the 'Most Innovative New Product for 2004' by the Canadian Hardware and Plumbing Industry; 'Most Sellable Retail Product for 2004' by AHMA (American Hardware Manufacturers' Association); top new product of 2004 by the International Hardware Show in Las Vegas, Nevada; featured on HGTV over 15 times; and reported in over 2,800 newspapers and magazines, and on national home repair radio shows.

Kalimex claims award-winning Just-For-Copper is revolutionary because, in comparison to traditional processes, it is easy to use, inexpensive and up to five times faster than methods such as soldering. "For the first time, the do-it-yourselfer will be able to join copper tubes and

connectors simply and within seconds, without all the mess and effort associated with the use of flux, solder and blowlamps, and without the ever-present risk of fire or injury," said Mike Schlup, managing director of Kalimex.

"A liquid compound, the Just-For-Copper bonding product is contained in one small, easily handled plastic bottle, so - apart from cleaning the copper surfaces to be joined with emery cloth, which is included with each pack - there is no need for any other material or equipment," he said.

According to its maker, the bonding compound is non-toxic, odourless when cured and safe for domestic and industrial use, either for potable water supplies, or for pipes carrying natural or low-pressure gas (LPG). The connections made using Just-For-Copper have been tested by official authorities to 500psi, which demonstrated a more than adequate level of strength and reliability.

Kalimex believe that the company's products being highlighted at the DIY & Garden Show will be of keen interest to buyers from retail chain stores, wholesalers, distributors and independent outlets selling into the DIY and hardware sector.

"Just-For-Copper, QuikSteel and QuikTape are all essential, affordable and fast-moving purchases," said Mike Schlup. "Each product offers a reliable and effective method of solving the many and varied problems commonly encountered by the DIY repair and maintenance community." In addition, he said, the professional market will also find the products of invaluable use, thanks to time-saving, convenience and low cost.

PICTURES AVAILABLE: please contact Kalimex or Pattison Mitchell, see below.

ABOUT KALIMEX

Kalimex is a British company and the official importer and distributor for a range of high quality, innovative repair and anti-friction compounds.

Based in Sussex in the South of England the company distribute their products through all good automotive, hardware and marine suppliers. Kalimex provide a next day delivery service to trade customers and also offer a mail order service to the general public.

For a trial sample of Just-For-Copper, QuikSteel or QuikTape, or to arrange samples for a reader offer or to download more information, please register via the press section on the website at www.kalimex.co.uk using the following login:

Username: enter your publication title

Password: kraka

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