

Press Release
24th June 2010

Everbuild now manufactures OPTI MIX admixtures

Everbuild are pleased to announce that after acquiring the Opti-Mix brand name in March they are now manufacturing the OPTI-MIX range of concentrated admixtures at their Leeds facility.

OPTI-MIX, the world's first 1 to 25 range of building admixtures have been carefully formulated by removing most of the water found in conventional admixes to give their powerful concentration. This range of products manufactured to the "original" formula has always been a firm favourite with builders throughout the UK, and should continue to flourish under the Everbuild umbrella.



The OPTI-MIX concentrate revolution has gathered pace in recent years, mostly due to the environmental and cost issues which have seen people rushing to convert to concentrates. The range, which includes Mortar Plasticiser, Integral Waterproofer, Render Additive, Cement Colourant and Accelerator & Frostproofer provides benefits not only due to the super concentrated nature of the products but also due to the easy to use controlled dosage and the environmentally friendly packaging.

The range has also been completely re-designed by Everbuild to re-emphasise the OPTI-MIX brand name and also to return the focus to the "original" formula. This new packaging provides greater impact than the previous labelling and can be seen on the products from this point onwards.

To request more information on the OPTI-MIX range or any other products within the Everbuild range please contact their sales office on: 0113 240 2424, or visit the Everbuild website: www.everbuild.co.uk

Ends

Press Contact:

Helen Kirby - Marketing Manager (Everbuild Building Products)

Email: helen@everbuild.co.uk

Direct Line: 0113 200 9494



Everbuild Building Products Ltd

Site 41, Knowsthorpe Way

Cross Green Industrial Estate

Leeds LS9 0SW

Tel: 0113 240 3456

Fax: 0113 240 0024

Website: <http://www.everbuild.co.uk>