

Press Release
January 27th 2014

i-fix to Exhibit at Totally DIY

Join i-fix® at Totally DIY, 16th – 18th February 2014, the most important UK industry trade show for retailers and suppliers of products in the DIY and home improvement sector. Innovative driveway and patio repair materials in the i-fix range, from Instarmac, will be showcased on stand L38.

The i-fix® pet safe range includes *Drive Revive®*, a simple tarmac surface treatment for worn paths and driveways, *Pothole Fix*, a quick and easy, permanent repair for dangerous potholes, *Speedy Paving Grout*, a unique rapid setting liquid paving grout, *Speedy Concrete*, a multi-purpose high strength concrete for cracked kerbs, steps and edges, and a *Paving Sealer* which protects paving from weed growth, sand loss and staining.



An experienced member of the i-fix® site support team will be on the stand each day to carry out product demonstrations and to answer any questions about the i-fix® range of materials. Ruth Sperring, Commercial Sales Manager, will be on hand to offer advice and showcase the benefits of becoming an i-fix stockist. Benefits include marketing support and bespoke POS, such as pallet wraps, literature stands and trade counter flyers, some of which will be available for you to see at the show.

The exhibition is free to attend so why not come along, meet the team and discover the benefits of i-fix® for yourself.



To find out more information about the i-fix® range of driveway and patio repair materials, visit www.youtube.com/DIYwithi-fix, email i-fix@instarmac.co.uk or call the sales team on 01827 871871.

To register for free entry and to find out more about Totally DIY please visit www.totallydiy.co.uk .

Ends