

**Press Release**  
**March 31<sup>st</sup> 2014**

## **i-fix® to feature at NMBS Exhibition**

***i-fix® is delighted to be taking part in the annual NMBS Exhibition – the number one show for independent Builders, Plumbers, Hardware and Timber Merchants.***

The National Merchant Buying Society Ltd (NMBS) will be holding its annual exhibition on Wednesday 9<sup>th</sup> April 2014 at the Ricoh Area in Coventry.

Visit i-fix® on stand 128 where the brand, part of the Instarmac Group, will be showcasing its innovative range of driveway and patio repair materials.

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.

All of the i-fix® products are packaged in re-sealable containers minimising waste and its associated costs. Many of the i-fix® products can also be applied in minutes and set quickly to allow merchant customers to complete several tasks in one day.



Easy-to-follow instructions as well as online 'How-To' videos accompany each of the products, to provide merchants with the tools required to sell the product's features and benefits.



stands and trade counter flyers, some of which will be available for you to see at the show.

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

For further information on the i-fix® range of driveway and patio repair materials, email [i-fix@instarmac.co.uk](mailto:fix@instarmac.co.uk) or call the sales team on 01827 871871.

To find out more information about the NMBS please visit [www.NMBS.co.uk](http://www.NMBS.co.uk).

**Ends**