

**Press Release**  
**20<sup>th</sup> May 2009**

## **Cementone Taps into Trend for Natural Stone**

***Following the growing demand for natural stone, Cementone has launched a water based natural stone sealer.***

The natural appearance and low cost of stone is making it an increasingly popular choice with tradesmen and homeowners alike but, highly porous, it is prone to staining over time.

Formulated to help improve stain resistance and reduce efflorescence, Cementone Natural Stone Sealer can be used to protect most types of natural stone from staining without altering its appearance or colour. A water-based product means it is a good choice for the environment and it can be used both internally and externally.



Danielle Millward, product manager, commented: "There's a growing trend towards using natural stone, especially due to its low cost in the current economy. The result is a market demand for a suitable high performing sealer.

"With many years of experience in building products, we know tradesmen trust the Cementone brand and we are confident our Natural Stone Sealer will be another successful product in the Cementone range."

Cementone Natural Stone Sealer is available to merchants in cartons of 4 and each 5L can offers an average coverage of 8 square metres per litre, depending on the porosity of the stone. RRP is £59.99 and the product will be supported with full marketing material.

For further information about Natural Stone Sealer or other products in the Cementone range, please contact Cementone on 01785 272727.

**Ends**

For further press information, please contact Claire Heavisides at Haslimann Taylor PR on 0121 355 3446, email [claire@haslimanntaylor.com](mailto:claire@haslimanntaylor.com) or log on to [www.bostik.co.uk](http://www.bostik.co.uk)