



**New generation of GRAFT products on show at London Build, June 18th, 2015, Stand D18**

Visitors to London Build, will be able to get their first look at the new, distinct packaging for the award winning GRAFT range and see the recently launched GRAFT Product Assistance app on Polyseam's stand, No D18.

Polyseam, the company behind the range, has responded to customer feed back and in addition to refining the product has simplified the selection process with the packaging. Olando Salina, marketing manager explained more; "The range is now packaged in distinctive colour coded tubes, each bearing clear icons to assist with product selection and showing key attributes. We will also be demonstrating and encouraging people to download the new GRAFT Product Assistant app which can be downloaded from the Apple, Google Play and Microsoft stores, and provides further information about the range, demonstration videos and special promotions."

The full range is outlined below with an indication of where to use each group of products:

Yellow – Sealants for interior use

Orange – Sealants for exterior use

Red – Fire stopping products

Blue – Plaster wall products

Green – Adhesives and fillers

To find out more about Polyseam visit [www.polyseam.co.uk](http://www.polyseam.co.uk) or follow them on Twitter at <https://twitter.com/polyseam> for more information about GRAFT visit [www.graft.co.uk](http://www.graft.co.uk)

## **Background**

Based in Huddersfield, Polyseam has been developing and manufacturing sealants and adhesives for the own brand market for 20 years and employs over 35 people. In 2013 the company introduced a number of new products based around its highly successful IPT technology.

In addition the company is also known for the Protecta Passive Fire Protection product range, which includes sealants, collars, wraps, and boards that help to ensure that both new builds and refurbished properties meet the latest requirements for air, sound and fire insulation. The company is also active in the Northern European market where its passive fire protection products are the market leaders.

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For more information on Polyseam and its range of products please contact:

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