

Right Place, Right Time for Flexim Roof Putty in UK Housebuilding

A recent review of NHBC claims has highlighted continuing concerns over the effectiveness of mortar bonded ridge tiles. Figures show that approximately 60% of all NHBC claims in years 3-10 relate to pitched roofs with the vast majority being dominated by mortar issues. This in turn can account for over £10million of NHBC's annual claims spend, with the total cost to the industry being significantly higher*.

Recent years have seen the NHBC work hard to raise awareness of these issues in pitched roofing, and in January 2012 it introduced important new guidance criteria. This stated that ridge and hip tiles bonded in mortar should also be mechanically fixed, whilst also recommending that mortar bonded verges are bedded and pointed immediately. In addition, the revised guidelines emphasized the importance of using the correct mortar mix, and although some progress has been made in terms of education, the costly problems relating to poorly bonded roof tiles are in danger of continuing.

However, an innovative, award-winning alternative from iBuilding Products Ltd could well be the perfect solution. Flexim Roof Putty is a ready-to-use, flexible, lightweight, storm-proof roof putty, designed specifically for use in the housebuilding market. It is ideal for both new build construction and re-roofing projects, and its impressive versatility means it can be used on everything from bonding ridge caps and hip tiles, to adhering tiles and tile pieces to valleys and roof windows. In addition, because Flexim can also be used to treat a range of other minor repairs and leaks, it certainly pays for contractors to make sure that they've always got a box available in their van.

Indeed, with all of these benefits in mind, it may come as no surprise to learn that Flexim Roof Putty's revolutionary properties were formally recognised at Roofex 2013 in Birmingham, where it won the prestigious award for 'Most Innovative Product'.



Reduced Hassle, Reduced Costs

Supplied in ready-to-use strips, Flexim Roof Putty is rapid and easy to install and is instantly water resistant. It can also be installed in as little as one third of the time of traditional mortar bonding systems, and therefore offers significant cost saving benefits for both housebuilders and contractors. Indeed, tests have shown that when materials and labour are taken into account, **Flexim Roof Putty is up to 50% cheaper to install than conventional cement mortars. And just as importantly from a health and safety perspective, the lightweight Flexim strips are not a back-breaker to transport onto the roof and install.**

Successfully tested at wind speeds of 110 miles per hour, it is independently certified by the British Board of Agrément (BBA) and meets the NHBC standards. Importantly, the product is also environmentally friendly as it is formulated using natural linseed oil, and it is therefore ideal for use during sustainable building construction.

Jelle Appelman, Managing Director of iBuilding Products Ltd. commented: "Flexim Roof Putty has a proven track record of almost 30 years, and has been successfully installed on more than 4 million roofs worldwide. We are excited to now be expanding our presence in the UK, particularly at a time when the housebuilding sector is in need of an effective alternative to traditional mortar bonding. The product has many unique benefits and it has already gained significant interest from house builders, contractors and merchants alike."

Available in black, red, grey, light brown and dark brown as standard, the product is perfectly suited to a range of different roof tiles including concrete, clay and slate.

iBuilding Products offers full support to merchants wanting to stock Flexim Roof Putty, including trade demonstration days, literature and point of sale items. All in all, there's never been a better time to find out more about this innovative pitched roof bonding solution. Further information can be found at www.fleximroofputty.com

*Source: NHBC Technical Extra Issue 14 – July 2014