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Toupret announces landmark partnership with Fix Media

Toupret, the professional's choice for quality fillers, has today announced an exclusive partnership with Fix Media - the parent company of the popular Fix Radio that attracts 85,000 weekly tradespeople.



The brand, which is already well established in the painting and decorating sector, is on a mission to put the best products into the hands of all trades people, wherever they use them. The partnership with Fix will help Toupret to fill a gap in the building and construction market with its top quality, fast working range of products for jointing and skimming plasterboard, encouraging them to try its Joint, Skim and Fill range for themselves.

Fix Radio is the perfect partner to help Toupret reach tradespeople in the building & construction sector with over 85,000 listeners per week across DAB, online, and a dedicated app.

Seeing is believing, and so the unique partnership will also reach builders at merchants and on building sites as part of a nationwide roadshow. The Toupret tour will run across the UK from April to July 2022, spending mornings devoted to builders' merchants and afternoons at local jobsites.

The tour is supported by a huge £10,000 competition prize fund, with opportunities to win a grand prize £4,000 premium garden entertaining package and lots of Toupret merchandise giveaways on the day. The event day format will also include handing out scrumptious snacks on site, along with the expert team providing information on the Joint, Skim & Fill products, proving that it's the top-tier product to get the job done, and product handouts available to encourage builders to make the switch to Toupret, for better, faster results every time.

Mark Squire, managing director at Toupret UK, said of the partnership, *"What Carlsberg is to beer, Toupret is to fillers. We know how good they are and the purpose of the Fix Radio sponsorship and roadshow is to get Toupret's class-leading product range into the hands of builders up and down the country so*

that they know it too. We know our fillers are the best on the market and we want to make their on-site jobs as easy as possible. In total, Toupret and Fix Radio are aiming to have over 4,000 face-to-face conversations - all part of our mission to change hearts and minds in the building and construction sector".

The partnership includes sponsorship of Fix Radio's Breakfast Show presented by Tony Dibbin (from 7am to 10am) five days a week as part of an eight-month schedule, including multiple daily spot advertising slots for Toupret Joint, Skim & Fill seven days a week.

Clive Holland, host of the Clive Holland Show on Fix Radio, said, "Fix Radio has partnered with Toupret's Joint, Skim and Fill range to create a series of roadshows near you. Our joint roadshow team will be visiting builder's merchants between April and July. As well as the chance to win £10,000 worth of prizes, tradespeople will get the opportunity to learn how the latest Toupret products can make life easier on-site."



Toupret's trusted Joint, Skim & Fill products will also be promoted on Fix Radio's website, and on their Facebook, Instagram, and Twitter profiles - which have an impressive total following of 615,000.



The Toupret Joint, Skim and Fill collection is specially formulated to joint, skim and fill with one coat, no shrinkage, no need to spot prime and easy sanding, allowing builders to get a great result first time, every time, so they can move on to the next job quicker.

Toupret knows that tradespeople work to tight timelines, that's why the Quick Dry products dry in three hours, giving precision, and polish when painting needs to be done quickly. Toupret's Ready To Use products can be applied straight from the tub. The range is also supported with Patch & Repair products that come with excellent adhesion for snagging jobs.

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About Toupret

Toupret is the professional brand of choice for quality surface preparation. Fillers are Toupret's sole focus, it is all the company produces so the team knows how to expertly produce the very best. It is dedicated to designing expert and innovative fillers to help painters and decorators, building and construction professionals and DIYers to protect and enhance walls with long-lasting results.

Every day for the last 80 years, Toupret has worked with wall experts to design the best fillers and to optimise application techniques. Toupret strives to simplify the daily lives of professionals and enable them to showcase their skills with the very best equipment. The company is on a mission to achieve perfect workmanship and long-lasting results.

For more information, visit the Toupret UK [website](#), connect with @ToupretUK via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#), or Toupret international group's [LinkedIn](#) channel.

Contact

For press enquiries and specification sheets please contact the Toupret team at Little Red:

toupret@littleredpr.co.uk