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**Toupret announces exclusive headline sponsorship of Sports News on Fix Radio**

Toupret, the professional's choice for quality fillers, has today announced an exclusive national brand partnership with Fix Radio, the builders station, to become headline sponsor of its Sports News content.

The partnership follows the announcement that Fix Radio has landed a national broadcast licence and now has national distribution on DAB radio. It also follows an extremely successful sponsorship of Fix Radio's Breakfast Show and a nationwide Toupret Tour, coordinated by Fix Radio, that enabled Toupret to successfully reach builders at merchants around the country, putting its Joint, Skim & Fill product directly into their hands.



This new partnership with Fix Radio 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 switch to its Joint, Skim and Fill range once and for all.

Fix Radio is the perfect partner to help Toupret reach tradespeople in the building & construction sector with over 146,000 listeners per week across DAB and online channels. This figure is ever increasing with total daily online streaming hours being up by over 40% since the station went national.

The new deal includes sponsorship of Fix Radio's top of the hour 60 second sports bulletins, which air 13 times a day on the hour. In addition, Toupret becomes headline sponsor of the Friday Sports Kick off show, presented by Andy Hodgson.

The partnership includes a new spin on the Toupret 5KG challenge which proved extremely popular on the recent tours. Fix Radio presenters will each have a go at the Toupret Challenge, holding out 2 x 5kg bags of Toupret's famous Joint, Skim & Fill for as long as possible. Their attempts will be captured on social media and the timings noted down and kept secret. Over 4 weeks, listeners will be able to guess which Fix Radio presenter achieved the longest time, on a special competition webpage. Then, at the end of 4 weeks, Andy will reveal which presenter won the Toupret Challenge.

All listeners who guess correctly go into a draw with the overall winner getting hold of the ultimate Match Ready bundle worth £1,000, so they can watch their favourite sporting events from the comfort of their living room with a Samsung 50" 4K TV and Sonos Ray soundbar as well as a Brewdog mixed beer delivery and a Just Eat gift card for getting the Take-away in.

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 sports sponsorship is to promote Toupret's class-leading product range, making them the number one choice for builders nationwide. We know our fillers are the best on the market and as such we are on a mission to change hearts and minds in the building and construction sector"*.

Andy Hodgson, host of the Friday Sports Kick Off show on Fix Radio, said, *"Fix Radio has partnered with Toupret's Joint, Skim and Fill range to bring you the sports news each and every day. Just like Toupret's products, our sports bulletins and Friday Kick off shows are fast, effective and deliver outstanding results first time, every time."*



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, to encourage builders to make the switch to Toupret, for better, faster results every time.



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

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