

22nd April 2024

Toupret announces nationwide roadshow with Dulux Decorator Centre and Fix Radio

Toupret, the professional's choice for quality fillers, has today announced a partnership with Dulux Decorator Centre and Fix Radio, the builder's station, for a roadshow at Dulux Decorator Centre stores across the UK.

The campaign follows an extremely successful roadshow collaboration between the three brands in 2023 and will take place over four weeks in May.



Coordinated with Fix Radio, the roadshow enables Toupret and Dulux Decorator Centre to fill a gap in the building and decorating markets by successfully engaging with tradespeople at Dulux Decorator Centre stores around the country about Toupret's top quality, fast working range of filler products, putting Toupret products directly into their hands and offering advice and tips on how to get the most out of them. As well as expert advice on the Toupret range, on offer will also be, FREE refreshments, 20% off select Toupret products on the day and the chance to win exciting prizes.

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FILLERS FOR PROFESSIONALS

The events will include a brand-new 'Perfect Finish' challenge. The ever-popular challenge this year features a football-themed goal shoot contest, and winners will bag a bunch of Dulux Decorator Centre and Toupret merchandise.

A competition to accompany the tour boasts a £6,000 prize fund with entrants being invited to enter a draw to win via fixradio.co.uk. As the Euro 2024 excitement builds, entrants will be given the chance to live the footballer's lifestyle, with a five-star, two-night European break for four up for grabs in one of the previous five title winning countries. Whether it's Rome, Lisbon, Madrid, Athens or Paris, the prize will include travel, transfers and a stay in a five-star hotel in the heart of the city. Topped off with rooftop cocktails and dining at exclusive sky bar locations in the city of choice and a closer look at the home stadiums of the city's most celebrated teams.

Guy Butterworth, Managing Director at Dulux Decorator Centre, said of the activity, "The supplier roadshow is a real opportunity for our business. It serves as the perfect platform from which we can build stronger relationships with our suppliers, ensuring our team are able to give the best quality advice and support, thereby enhancing the overall experience for our customers.

In response to the partnership, Mark Squire, Managing Director at Toupret UK, announced, "We are delighted to be taking Toupret on the road with Dulux Decorator Centre for the second year running. Together, we are committed to providing exceptional products and unparalleled service to meet the growing demand from customers. This collaboration will not only drive business growth but also create an exceptional shopping experience for customers."

The 18 events will take place in four regions across the UK, starting with a week in the northwest of England on 7th May, then a week in Scotland, followed by a further week in the southeast and ending with a week in the midlands. Full dates and locations can be found online at:

www.toupret.co.uk

www.fixradio.co.uk

www.duluxdecoratorcentre.co.uk

07-May Stockport

08-May Salford

09-May Wigan

10-May Liverpool

13-May Ayr

14-May Motherwell

15-May Falkirk

16-May Perth

17-May Dundee

20-May Forest Hill

21-May Twickenham

22-May Beckenham

23-May West Drayton

24-May Catford

28-May Leicester (Freemans Common)

29-May Derby

30-May Nottingham (Bobbars Mill)

31-May Lincoln

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Fix Radio is the perfect partner to help Toupret and Dulux Decorator Centre reach tradespeople across the building & decorating sector with over 451,000 trade listeners per week across DAB and online channels. And, for Toupret, the roadshow campaign perfectly complements its sponsorship package with Fix Radio, which includes sponsorship of Fix Radio's top of the hour 60 second sports bulletins, headline sponsorship of the Friday Sports Kick Off Show, presented by Andy Hodgson, and a package of on-air advertising throughout the week.

- Ends-

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 85 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 [LinkedIn](#).

Contact

For press enquiries and specification sheets please contact the Toupret team at marketing@toupret.co.uk