



PROTEK IMPACTS THE WOODCARE MARKET WITH NEW RANGE LAUNCHES

Protek, a leading specialist in water-based wood stains, is set to expand its position in the woodcare market when it officially launches to trade and retail audiences at GLEE 2015.

Attending the show for the first time in six years, Protek will launch a raft of industry leading and recognised products and services including:

- 'Royal Exterior – Superior Wood Finish' – a range of highly successful joinery grade products available in 58 heritage and modern colours suitable for both exterior and interior use.
- 'Stable Coat' – a highly water-repellent protective wood stain range as used by Paul Nicholls at his world class training yards
- Protek will announce its position as a new UK distributor for 'Restol™', a recognised European woodcare range of oil-based wood stains with eco-credentials; including a clear oil with UV blocker to preserve the colour of new timber.
- 'Wood Preserver' - an industry leading water-based product
- Protek will reveal a full retail support package including POS material, coloured wood displays, retail stands with graphic display boards, plus extensive lifestyle imagery. A 'Home Delivery/drop-ship' service allows retailers to offer all 120 Protek colours and products without having to stock a single one; as Protek delivers straight to consumers. The company also supplies retailers with a Protek memory stick pre-loaded with all of the digital files they need to add-on to their online shop.
- The brand is supported by strategic marketing and consumer PR campaigns delivering visibility in target markets, including target titles and TV, to support growing sales year on year.

Protek Royal Exterior – Superior Wood Finish

'Protek Royal Exterior – Superior Wood Finish' is a high quality environmentally considerate product to treat all garden wood, from fences to gazebos. It provides protection and adds colour to be admired as part of a stylish garden scheme as demanded by consumers. Protek's new range of stunning colours includes hot seasonal colours; vibrant colours; traditional colours and a variety of neutrals to cover every consumer need.



Making garden wood look as good as new, 'Protek Royal Exterior – Superior Wood Finish' offers long-lasting, breathable protection with a soft lustre that allows the nature of the wood and grain to show through. It's a water-based product that is low in odour and with low VOC (Volatile Organic Compounds) available in a wide range of 58 colours. It is priced at a very competitive £16.99 for 1 litre.

Restol™ Wood Oil

Restol™ Wood Oil is a high performance protection product for all garden wood and will appeal to consumers looking for an extremely durable product suitable for use on untreated wood, impregnated wood and hardwood. It is available in more than eighteen colours. Restol™ Wood Oil is based on natural (vegetable) linseed oils, making it not only durable due to high VOC's (Volatile Organic Compounds) but with good eco-credentials. The product is easy to use for consumers and perfect for upcycling and giving a new lease of life to weathered wood.



Protek's full range of woodcare solutions

Protek offers a full range of woodcare solutions including:

'Protek Wood Stain & Protector' - Wooden garden buildings can be nourished with 'Protek Wood Stain & Protector' – an easy to apply, low odour, breathable, mould resistant, multipurpose wood stain and protector that weatherproofs all outdoor timber, available in 36 colours to suit every type of garden style. RRP £23.99 for 5 litres.

Protek products are available from leading independent garden and DIY stores, or directly from Protek - www.protekwoodstain.co.uk or 01749 344697

Visit Protek at Stand 20M28

- Ends -

Notes to Editors:

Protek - Hidden in the hills of Somerset, an independent family firm have been producing environmentally considerate wood stains, preservatives and coloured treatments since the start of the 1980's. Initially making water-based alternatives to creosote, they have been at the forefront of water-based technology meaning that their wood stain ranges are formulated with many of the newest high-performing, renewable raw materials on the market. This technology has lead to Protek's water-based wood stains equaling and in many cases out-performing oil-based stains.

The current retail woodcare ranges offer a complete selection of colours for every garden style. Protek's wood stains have been heavily featured since 2012 in ITVs hugely popular gardening series "Love Your Garden" with Alan Titchmarsh and David Domoney. From a predominantly industrial past their retail wood care range has gained huge popularity within the home market and is exploding in a shower of beautiful colours in garden designs across the UK.

For further information on Protek, please visit www.protekwoodstain.co.uk or contact Emma Lewis on 07824 883889 or emma.lewis@maxema.co.uk