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## Tommy Walsh's Choice Dansand® Joint Filling Sand Secures National Distribution Deal with UK Specialist, Bradstone

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Denmark's Dansand A/S and UK industry experts Bradstone have joined forces to distribute new **Tommy Walsh's Choice Dansand® Joint Filling Sand** after a successful launch earlier this year at UK trade expo, GLEE 2009.

The revolutionary new jointing sand prevents weeds from growing in newly laid or renovated block paving, patios and driveways without using environmentally harmful herbicides

Bradstone has an established and enviable nationwide distribution network making it perfectly placed to promote **Tommy Walsh's Choice Dansand® Joint Filling Sand** to UK garden and DIY retailers, and professional building and landscaping trades.

Dansand A/S product manager, Johannes von Siebenthal says: "It was evident at GLEE that our product has a bright future in the UK. Enquiries are coming from across the trade sector including; landscapers, professional builders, DIY retailers and garden centres.

"We are extremely excited to be working with Bradstone who bring unparalleled knowledge of the retail and trade sectors. We are both committed to making **Tommy Walsh's Choice Dansand® Joint Filling Sand** an outstanding success across the UK."

Dansand's eye-catching POS displays and **Tommy Walsh's Choice Dansand® Joint Filling Sand** DVD which contains Tommy's tips for installation, renovation and maintenance of your block paving, will be available for retailers to use for in-store presentation and is a useful instructional take home for the purchaser.

### **Easy to Use - Eco-Friendly - Low-Maintenance - Durable**

The patented formulation contains a growth inhibiting combination of dried silica sand and special minerals that have a naturally high pH value and create desert-like conditions to help prevent weed growth and germination in the sand. Tests undertaken by the Danish Institute of Agricultural Sciences' Department of Integrated Pest Management proved that the weed inhibiting additives in **Dansand®** ensure shoots wither and die.

**Dansand®** is environmentally friendly and harmless to children and animals. It has a long lifespan, is weather resistant and has been tested to withstand up to ten years of permeated rain without reducing its weed inhibiting effect. **Tommy Walsh's Choice Dansand® Joint Filling Sand** is kiln-dried to make joint filling as easy as possible creating strong, stable and tight joints.

Bradstone's Head of Sales, Mike Leeming says: "We are delighted to be working with Dansand to manage the sales and distribution in the UK. Bradstone has built its reputation over 53 years, supplying the building and landscaping trades, and garden and DIY retailers with outstanding service, and high quality innovative garden landscaping products.

"**Tommy Walsh's Choice Dansand® Joint Filling Sand** will offer our customers the opportunity to give consumers a paving solution that will tick many boxes being a chemical free, time saving and cost effective way to finish block paving. It will also help home owners comply with UK planning permissions that encourage the use of permeable block paving to help alleviate increased flood and subsidence issues."

**Tommy Walsh's Choice Dansand® Joint Filling Sand** will appeal to both building professionals and DIY enthusiasts that want a low-maintenance solution to an everyday problem. It is suitable for areas with concrete block paving or other pavements with small (1-5mm) joints. Available in handy 20kg sacks which are easy for both customers and staff to handle, approximately 3-5kgs of Dansand is required per square metre.

Compared to existing joint filling brands, finishing a patio or driveway with **Tommy Walsh's Choice Dansand® Joint Filling Sand** only means an added investment to the end user of approximately £25 for a 20m<sup>2</sup> patio and £80 for a 65m<sup>2</sup> drive to ensure that your new paved area remains weed free with a sustainable permeable surface.

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