

ARDEX provides innovative solution in upgrading grout packaging for customers

New ARDEX Grout Packaging

ARDEX Australia has recently launched its new and improved grout packaging for the 1.5kg and 5kg ARDEX FG 8 and ARDEX FS-DD grouts. While the packaging has improved, the trusted formula has remained the same.

Extensive market research and customer feedback has led to the development of the new premium grout bags which now includes innovative features.

“Innovation is at the heart of ARDEX globally, and as such, with our customers at the forefront of our mind, we redesigned the packaging to reflect this market-leading product and make it more valuable for our customers” says Product Manager, Rebecca Marman.

The new zip-lock enables easy resealing thereby reducing spillage and wastage, and the flat base allows for upright display and storage. The new bags also include a clear window for easier identification of the grout colours, and a label indicating the grout colour name and number is prominently displayed on the front of the bag.

To quickly differentiate between the two products, ARDEX FG 8 features a black tile design on the top of the bag, whereas ARDEX FS-DD has a white tile design.

This new packaging will start to transition into stores from the 1st of April with anticipation of a complete roll-out by the end of April.

About ARDEX Australia:

For more than 70 years, ARDEX has been the quality leader for an entire industry, offering engineered products and systems in the areas of: floor levelling and adhesives, tile and natural stone systems, sheet and liquid applied waterproofing membranes, general construction and decorative surfaces. For more information on ARDEX Australia, visit our website <https://ardexaustralia.com/>, or call us on 1300 788 780.

If you'd like more information, please contact Rebecca Marman at Rebecca.marman@ardexaustralia.com.

Contacts

Rebecca Marman

mailto: Rebecca.marman@ardexaustralia.com