



## Brief

Thurrock Council were receiving complaints about **chewing gum adhesion to new clay pavers** recently laid throughout the pedestrianised town centre, and also its **adhesion to the soles of the shoppers shoes**

However we advised our clients of a potential problem; a standard anti gum finish prevents the adhesion allowing it to be picked up underfoot and subsequently transferred onto the floors of adjoining premises

## Challenge

The brief was to supply

1. A sealer or coating that would adhere to clay block paving [as coating adhesion to Clay based products is notoriously difficult].
2. One that acts as an anti chewing gum coating which would not deter from the appearance of the block paving [i.e. would not yellow, fade, cloud, etc..]
3. And one which would also allow the gum to adhere initially but be removed easily with the routine cleaning regime.

## Choice of product [criteria 1.]

As part of our continuing Research & Development we had developed an outstanding product with excellent adhesion to difficult surfaces such as clay, low porosity natural stone, slate, Granite, etc., and even metal.

Tests and completed projects over the preceding two years had shown this product, Adseal Stone & Slate Protector, worked as well in practical application as in the laboratory and so fulfilled the first criteria.

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## Choice of product [Criteria 2.]

Adseal Stone and Slate protector, as well as having the exceptional adhesion properties required for Clay Pavers, is also UV stable so both resists fading and yellowing in itself and the product upon which it is laid.

Also, with its unique formulation it cannot flake or chip unlike the old fashioned polyurethanes and maintains a superb natural appearance



## Choice of product [Criteria 3.]

Adseal Stone and Slate protector, is extremely hardwearing but still has a relatively low viscosity.

So, unlike other products on the market, this enables it to both penetrate and 'mould' around [thereby maintaining] much of the natural surface roughness or low slip profile.

In terms of the chewing gum problem this means there is sufficient surface roughness [Rz] to retain much of the deposited gum residue, but it will not allow it to penetrate thereby facilitating removal on routine maintenance

## Results

The installation was successful, the treated areas retaining deposited gum which was easily removed without specialist equipment

## Technical Advice

We have many years of technical experience and are pleased to assist in any way. Please do not hesitate to [email](#), call us on **01204 523973** or request a call back, if we can be of assistance

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