

**Release Date: February 2008**  
APPROVED

**MST01 – (02/08)**

**Midland Slate and Tile's Ashbury range successfully passes 150-cycles in CERAM Method D frost test**

**Randomly selected tiles from the Ashbury range of hand-made clay roof tiles have this week exceeded the current UK standard Method D test of 100 freeze/thaw cycles by an additional 50 cycles.**

**As Ashbury tiles have already previously passed the Method D 100-cycle test, the tiles in question will now continue on test until destruction in order to further demonstrate the durability of the Ashbury range. Details surrounding this further test will be announced shortly.**

The new proposed Method E test from continental Europe is likely to be more severe. The current European requirement for this test method is 150 cycles. During previous CERAM testing, Ashbury tiles have surpassed Method E by 100 cycles before being taken off test without any damage.

Comments Midland Slate and Tile Managing Director, Jason Hughes, "Over recent weeks, rumours have been circulated about a batch of Ashbury tiles selected by the Clay Roof Tile Council (CRTC) failing the CERAM 100-cycle test. All we know is that a quantity of tiles was purchased quite some time ago. We do not know how or where the tiles were stored before testing or why the CRTC decided to focus on the Ashbury range of genuinely hand-made products.

## **Committed to the highest standards**

“At Midland Slate and Tile,” added Jason Hughes, “we are a proud, wholly reliable supplier. We are renowned for providing the highest quality products and wish to reassure customers about the quality of the Ashbury range. A batch of tiles were in test at CERAM as part of our normal Quality Assurance regime. This, as normal was to test the Ashbury range to 100 cycles - a standard we already hold - and then to 150 cycles. Needless to say, both tests were passed with flying colours.”

## **Ashbury hand-made clay roof tiles: the facts not the fiction**

- Ashbury tiles meet current Method D and E for frost resistance – copies of CERAM test reports are available on request
- Ashbury tiles are subjected to more regular independent testing than most UK-made tiles
- Ashbury tiles are covered by the industry’s most comprehensive 30-year guarantee – underwritten by Royal Sun Alliance
- Ashbury tiles are currently being tested in excess of the current Method D and E standards – details will be published shortly
- Ashbury tiles are produced at a high quality, closely monitored production facility in Turkey
- Ashbury tiles are imported by Midland Slate and Tile – a wholly reputable UK-based building products supplier with a proud reputation to uphold
- In a recent press statement, CERAM, the independent testing institute, confirmed it was not able to identify the age or batch of the Ashbury tiles supplied for testing by the Clay Roof Tile Council

## **About the Ashbury hand-made clay roof tiles range**

Designed and produced to give the appearance of an old weathered tile, the Ashbury range of hand-made clay roof tiles is equally suited to both new build and renovation projects.

Unlike the majority of so-called ‘hand-made’ tiles, each tile is produced entirely by hand. Distinctive shades, along with slight variations in size, camber and texture, provide a unique appearance that cannot be achieved by mass production.

The Ashbury tile is available in 'Multi', 'Restoration', 'Red', 'Cambridge' and 'Huntingdon' colourways, along with an additional three colour blends to suit different regional vernaculars. In addition to the plain tiles, a full range of accessory tiles and fittings are also available.

Ends...

For more press information please contact:

Rachel Jones – BHL Marketing

E-mail: [rachel@bhlmarketing.com](mailto:rachel@bhlmarketing.com)

Tel: +44 (0) 1244 851850

Fax: +44 (0) 1244 851888

For more product information about Ashbury hand-made clay roof tiles, please contact:

Jeremy Williams – Marketing Manager, Midland Slate & Tile

Tel: +44 (0) 1952 621948

Fax: +44 (0) 871 4743184