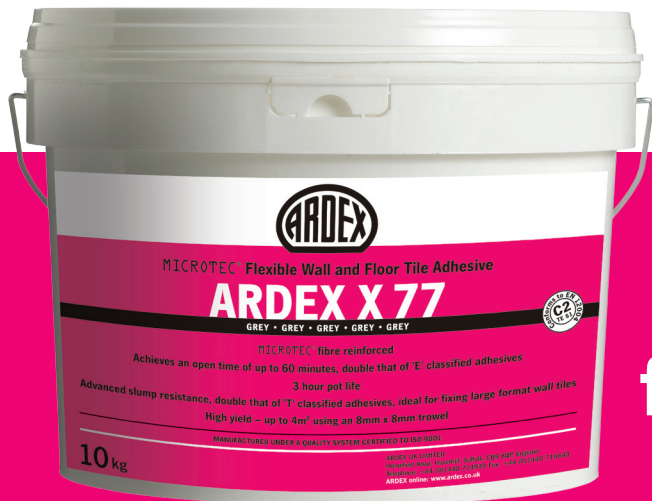


**40%** FIBRE REINFORCED **3** HOUR  
**MORE COVERAGE** **POT LIFE**  
**GET MORE FROM** 1 HOUR OPEN TIME  
**YOUR TILE ADHESIVE**

**ADVANCED  
SLUMP RESISTANCE**

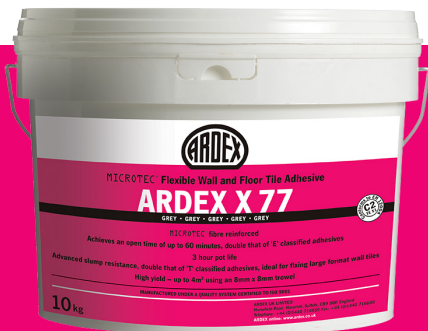


**More cost-effective than  
leading competitors**

**from just £2.19 per m<sup>2</sup>!\***

Try the new 10kg pack size and see for yourself!

**ARDEX MICROTEC X 77 has been specified on some of the world's most recognised projects, and now you can take advantage of its unique performance benefits in your everyday work with a **new 10kg pack size!****



RECOMMENDED  
FIXER  
PRICE  
GREY  
**£8<sup>75</sup>**

RECOMMENDED  
FIXER  
PRICE  
WHITE  
**£10<sup>00</sup>**

- Fibre reinforced
- Superior slump resistance
- Ideal for porcelain and large format tiles
- 3 hour pot life & 60 minute open time
- **Up to 40% more coverage than leading competitors, and a more cost effective solution per m<sup>2</sup>\***

See how it compares:

	ARDEX MICROTEC X 77 10kg		Leading Competitor 20kg	
	GREY	WHITE	GREY	WHITE
RECOMMENDED FIXER PRICE	£8.75	£10.00	£12.99 <sup>†</sup>	£14.99 <sup>†</sup>
COVERAGE PER PACK*	<b>4m<sup>2</sup></b>		<b>5.6m<sup>2</sup></b>	
FIXER COST PER M <sup>2</sup>	<b>£2.19</b>	<b>£2.50</b>	<b>£2.32</b>	<b>£2.68</b>

10kg of ARDEX X 77 goes almost as far as a competitor 20kg bag!

\*Comparisons based on the recommended fixer prices of ARDEX MICROTEC X 77 10kg and the typical selling prices of competitor cement-based tile adhesives in tiling trade counters, and their corresponding coverage and/or mixing data as published on technical datasheets as of January 2016. Full pack coverage based on application with an 8mm x 8mm square toothed and notched trowel. <sup>†</sup>Typical selling prices of a leading competitor cement-based tile adhesive in tiling trade counters.



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