

issue 2

FRONTLINE  
in focus



The launch event of Frontline's new premises was kicked off in style with Featherstone Rovers star Adam Hayes and Featherstone's local MP, Jon Trickett officially opening the warehouse. This set the precedent for things to come, with Frontline being appointed by RAK Ceramics.

## Frontline appointed as RAK Ceramics' Gold Medal distributor



UK leading trade bathroom supplier, Frontline Ceramics, has been appointed by

one of the world's largest manufacturers, RAK Ceramics, as its new Gold Medal Distributor for the North of England.

Rob Jull, Managing Director of RAK Ceramics UK Ltd, commented: **"We are delighted to appoint Frontline Ceramics as one of our prestigious Gold Medal Distributors. With their experience, capability and infrastructure, our existing and potential customers will benefit greatly. We are looking forward to a long and productive relationship with Frontline Ceramics and their support of the fast growing RAK Ceramics brand."**

RAK Ceramics, who currently have a network of seven UK and Ireland Gold Medal Distributors, were particularly impressed with Frontline Ceramics' existing operations in the Northern region. Frontline's brand new purpose built 75,000ft<sup>2</sup> distribution centre already supplies independent bathroom showrooms and plumbers merchants across the region, making them a perfect candidate for the role.

Stuart Greenwood, Director of Frontline Ceramics,

said: **"RAK Ceramics has attained one of the leading positions in the global ceramics industry, based on its production capacity and diversity of its product range. Needless to say, it is a real honour to have been appointed a shared UK Northern Distributor, which is testament to the experience and professionalism of our staff."**

RAK Ceramics strengths are the speed in which they innovated themselves to meet market expectations through new designs and products catered to various world markets. The company has now created one of the largest and most exclusive ranges of models in the ceramic world with new designs marketed every month.

Established in 1991, RAK Ceramics is one of the largest manufacturers in the world with a reputation of excellence in quality, delivery and service. Its factory spans across 1 million ft<sup>2</sup> in Ras Al Khaimah, UAE producing over 130,000m<sup>2</sup> of tiles and over 7,000 pieces of sanitaryware per day, and considering additional overseas plants they will soon exceed over 300,000m<sup>2</sup> per day in 2005.

For further information on Frontline Ceramics, visit [www.frontlineceramics.co.uk](http://www.frontlineceramics.co.uk)

## Now available from Frontline

RAK Ceramics' sanitaryware encompasses an elegant range of bathroom suites, acrylic baths, shower-trays, ceramic and fireclay sinks, mounted and pedestal wash basins, bathroom furniture, and many different accessories. In traditional or contemporary styles, RAK sanitaryware appeals to all tastes.

A selection of RAK sanitaryware available from Frontline includes:

**Ella** – tranquil and serene providing soft tones and curves to create a calming atmosphere.

**Compact** - straight lines and simple curves prove that modern styling can be achieved at an economical price.

**Washington** - a perfect blend of Colonial elegance and modern simplicity.

**Evolution** - make the most of limited space with this unique collection.

**Karla** - this suite will blend in with any surroundings due to the diversity in the range.

**Amanda** - designed for modern living, expressing elegance and romance combined with a contemporary feel.

**Jema** - strong lines give the collection a timeless style, bringing quality and chic into just about any contemporary bathroom.

**Windsor** - the ultimate traditional and stately feel with a little old fashioned luxury.

**Bristol** - an elegant and typically traditional art decor collection.

**Gloria** - one of the most economical of all RAK bathroom suites, Gloria is also very versatile.

RAK Ceramics boasts an exclusive bathroom collection designed by Laurence Llewelyn-Bowen. 'Mistral' offers a variety of choice within the collection from back-to-wall WC to cherry or maple furniture, and tall illuminated mirrors to designer tiles.

For a full colour RAK Ceramics catalogue, please call Frontline on 07004 242424.



Amanda



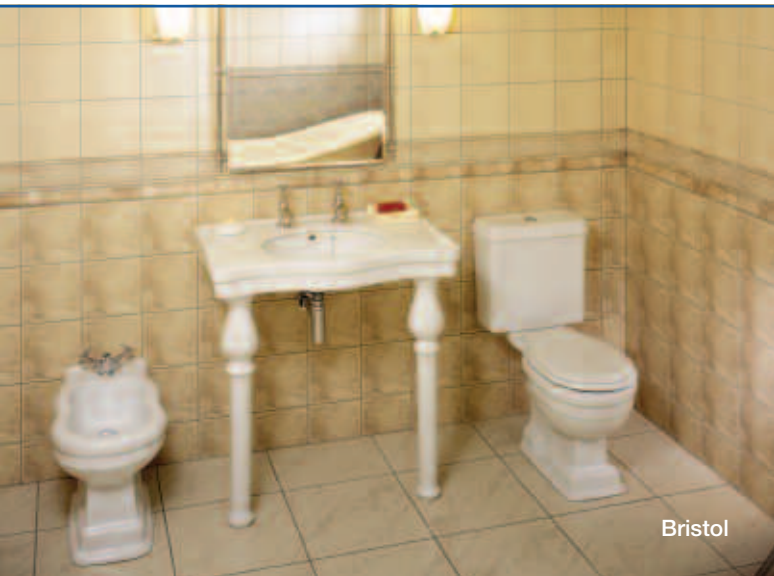
Gloria



Compact



Washington



Bristol



Windsor



Karla



Ella

At Frontline, we ensure great customer service from the moment a sales call is answered, to the prompt delivery of our product. Here's how we do it...

**Sales**

As the customer's first point of contact, our 12 friendly sales executives are ready to start taking and processing orders from 8.30am until 5.00pm (Monday - Friday). The team is efficiently managed by Carrolle Westbury, who brings over 25 years of sales experience to the department, specialising in heating and bathroom distribution. Orders placed before 2.00pm are guaranteed next day delivery.

**Customer Service & Accounts**

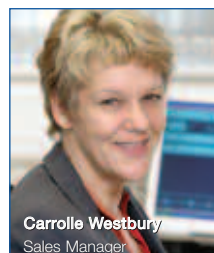
To ensure each customer's individual requirements are met, Frontline's customer service team are on hand to answer queries and give product advice. We strive to achieve customer satisfaction in all sectors and hold our customers' needs as our number one priority.

**Warehouse & Distribution**

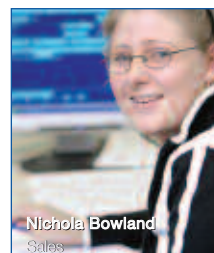
The 75,000ft<sup>2</sup> warehouse acts as base to all operational activity. Warehouse manager, Melbourne Henry, oversees a team of forty people who prepare and load the delivery vehicles for distribution across the North East, Yorkshire, Lancashire, Cheshire, Lincolnshire, and the North Midlands.



**Stuart Greenwood**  
Sales Director



**Carrolle Westbury**  
Sales Manager



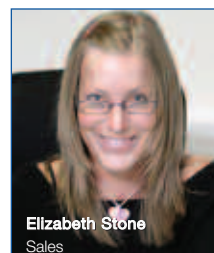
**Nichola Bowland**  
Sales



**Rachel Stone**  
Sales



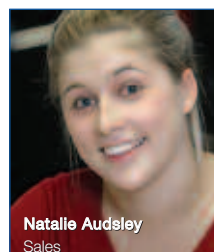
**Maria Dunstan**  
Sales



**Elizabeth Stone**  
Sales



**Tina Wade**  
Sales



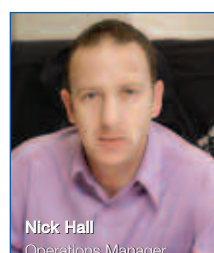
**Natalie Audsley**  
Sales



**Andrew Hayton**  
Head of Buying



**Darren Green**  
Buyer



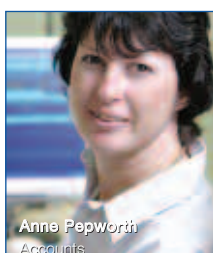
**Nick Hall**  
Operations Manager



**Michelle Taylor**  
Customers Services



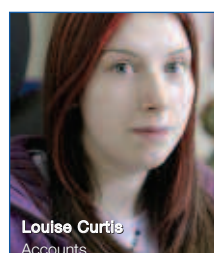
**Melbourne Henry**  
Warehouse Manager



**Anne Pepworth**  
Accounts



**Sharon Stevenson**  
Accounts



**Louise Curtis**  
Accounts

**Our contact details:**

Frontline Ceramics Ltd  
Green Lane  
Green Lane Industrial Park  
Featherstone  
West Yorkshire WF7 6TA

Tel: 07004 242424  
Fax: 07004 242425

**Accounts:**  
07004 242426

**Customer Services:**  
07004 242427

**E-mail:**  
sales@frontlineceramics.co.uk

**Web Site:**  
www.frontlineceramics.co.uk

Your chance to win a magnum of Christmas champagne.

Simply answer these five questions to be entered into our prize draw.

- 1 what percentage of baths that you sell are corner baths?
- 2 what is the most expensive bathroom suite you have sold and how much did it cost?
- 3 what is the average amount for a customer to spend on a bathroom suite?
- 4 what is your bath to shower sales ratio?
- 5 what is the most unusual request you have had for a bathroom?

please email all answers to [angela@frontlineceramics.co.uk](mailto:angela@frontlineceramics.co.uk) or fax to 07004 242425.