



Bathrooms in Frontline for high street purchasers

Despite the high street reporting a general feeling of pessimism through much of 2005, Featherstone-based Frontline, a UK leading supplier of bathrooms has achieved its best ever-sales figures.

The company began from humble surroundings in Wakefield in 1991, based from an ageing warehouse packed to the rafters with bath, sinks and showers imported from all over the world. In 2004 the company moved to a new 75,000 sq ft facility in Featherstone, more resembling a huge aircraft hanger, complete with state of the art offices and a car park the size of which the new Wembley Stadium would be proud of, in a total investment in excess of £3 million.

According to Mike Roden, director at Frontline Ceramics, the company is on target to exceed a turnover of £13 Million in 2005, up 45% from 2004, putting it firmly at the forefront of suppliers of bathrooms and accessories in the UK. It now employs 70 full-time staff.

Mike Roden said: **“Britain’s obsession with their homes is evident through the amount of TV airtime devoted to homes and gardens. The bathroom is enjoying a renaissance and is now sharing centre stage with the kitchen – the more traditional focal point for home investment. In a time when the high street is experiencing a general down-turn, spend on home improvement remains quite strong.”**

‘If you purchase a brand new home, in addition to the house bathroom, it’s likely to have at least one en-suite on the master bedroom and often a downstairs cloakroom. The quality of the finish has vastly improved in-line with fashionable designs. Our clients have reported that the average sale price for bathrooms has increased and it’s not uncommon for people to spend

£10,000+ on a bathroom, complete with high spec shower units, whirlpool baths and heated towel rails.”

Frontline Ceramics’ standing within its industry has led it to become the UK distributor for many of the world’s leading manufacturers including Dubai-based RAK, DAHLL from China, ROYO from Spain, and PLEXICOR from South Africa.

Mike Roden said: **“Our often unique relationship with these manufacturers means that we are able to supply our client base with a vast range of products of the very latest styles and ranges. Our capacity and infrastructure enables efficiency while maintaining keen pricing which has led to high levels of client retention and increased order levels.”**

For further information on Frontline Ceramics, visit www.frontlineceramics.co.uk

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Frontline's complete bathroom catalogue display units hit the stores!

Frontline stockists are being given their very own display stand to proudly show-off the 2006 Frontline Catalogue

In addition to the catalogue display, window stickers and Real Radio prime time adverts are already creating high levels of customer interest for Frontline's extensive product range.

If you have not already received your free display stand or window stickers, then don't hesitate to phone today! Call 07004 242424!



Frontline sponsors Featherstone RLFC

Frontline has signed a major sponsorship deal with National League club, Featherstone Rovers RLFC.

The five-figure, two-year deal will next year see the Frontline name move from the shorts – where it has been throughout the 2004-2005 season, to associate sponsorship status on the Rovers players' shirts throughout the 2006 and 2007 seasons.

Stuart Greenwood, director of Frontline Ceramics said:

"Our sponsorship of Featherstone Rovers over the past season has proven to be a great partnership. We are strongly committed to the local area and supporting Featherstone Rovers is an ideal way to demonstrate this."

"We thought it was important to make this announcement of our continued investment in Featherstone in the close season so that the club can go in to the all-important pre-season knowing that it has our full support."

Frank Slater, commercial manager at Featherstone RLFC said:

"We are delighted that Frontline has decided to commit further to the club in becoming the main shirt sponsors for the 2006 and 2007 seasons. I am confident that this will be the catalyst for a great season both on and off the pitch."

Frontline's association with rugby league lies deep in the hearts of its directors, and is often the cause for more than a little friendly rivalry around Frontline's HQ when the teams clash. Stuart Greenwood is a big Bradford Bulls fan where as fellow director Mike Roden is a super Saints (St. Helens) supporter. Mike's obsession with his team has even lead to him naming his beloved powerboat, 'The Saint'.



Bathrooms - a fashionable investment

Whether your taste is for a minimalist, high-tech wet room ideal for a busy young professional's chic city centre apartment or the luxurious indulgence and grace of the Victorian era complete with roll top free-standing bath tub and brass fittings, these days, the bathroom is more than just a small room in the house with a dreary three piece suite – it's high fashion!

Frontline, the largest supplier of bathroom and shower equipment in the North of England, advises homeowners on how to improve their bathrooms to maximise their return on investment.

A survey carried out by The Nationwide found that two bathrooms are now the norm. In 1995 only 7% of properties had a second bathroom however by the end of 2002 this had dramatically increased to include one in every five properties. On average, bathroom re-vamps yield a return in investment of 80 – 90%.

These findings are in line with results reported by Stuart Greenwood, Director of Frontline; who said: **"Customers improving their own home have become sharper in recent years realising the value of a high standard bathroom suite on resale."**

Stuart continued: **"Five years ago customers were spending around £600 on a complete bathroom suite this has now increased five fold with homeowners becoming much more developer conscious. Britain's obsession with their homes is evident through the amount of TV airtime devoted to homes and gardens. The bathroom is enjoying a renaissance and is now sharing centre stage with the kitchen – the more traditional focal point for home investment. In a time when the high street is experiencing a general down-turn, spend on home improvement remains quite strong."**

Frontline, the complete bathroom suppliers offer a wide range of quality bathroom suites sourced from all around the world, including classic and traditional styles, intelligent space – saving suites to luxurious shower/steam/sauna combos and a fantastic range of whirlpool and spa baths.

Ask your independent bathroom showroom for a Frontline catalogue or call 07004 242424 and we will send one to you directly. Alternatively visit our online catalogue, www.frontlineceramics.co.uk



Sales, software & supplier skills make a splash at Frontline

Frontline has further strengthened its infrastructure with the arrival of three new faces. Nicola Tomlinson joins the company as National Sales Manager, Jason Hoare as IT Manager and Matthew Penn as Logistics Manager.

Nicola, 34, from Leeds boasts 15 years in the industry, having worked in all stages of the manufacturing process; Nicola is extremely equipped at servicing the needs of customers and clients. After a short spell at Grohe as Regional Sales Manager, Nicola is ecstatic at returning to Frontline where she first embarked on her career. Nicola said: **"I'm very much looking forward to working with the 12 strong sales team and making an impact with fresh business, I've also got a fantastic personal development scheme in front of me to develop further."**

Jason, 35, from Castleford now living in Featherstone, joins Frontline as IT Manager, a new position created out of the firm's ambitious growth and development. Jason previously worked as a technical consultant, and said about his new position: **"I'm really enjoying my new role; it will be a new challenge for me to develop a user - friendly IT culture within the company."**



L-R Matthew, Nicola, Jason

Matthew, 30, from Normanton previously worked for NYK logistics as a L.G.V. traffic operator. In his new role as Logistics Manager, Matthew will be responsible for a fleet of 20 vehicles operating across the North East, Yorkshire, Lancashire, Cheshire, Lincolnshire and the North Midlands. As part of his new role he will also be receiving Health and Safety training, an area which Matthew is very keen to explore.

Mike Roden, Director of Frontline said about the appointments: **"Since we moved to the new site in 2004, growth in business has accelerated. The three appointments are part of a strategic move to further advance our plans for the future."**

Frontline fleet expands delivery service with a new look

Frontline's delivery fleet has expanded its multi drop - off delivery service, to include the East Midlands.

The 20 - strong vehicle fleet now delivers as far a field as Newcastle in the North East, Liverpool in the West, Hull in the East and Leicester in the East Midlands.

To mark the expanded delivery programme, the fleet's drivers have been given the 'Frontline' overhaul, with brand new uniforms donning the now famous 'Frontline' logo.

Matthew Penn, Logistics Manager, said: **"All of the drivers are absolutely delighted with their new uniform. The expansion of the delivery area very much reflects Frontline moving forward to extend the availability of the service while maintaining the quality of the service. We believe the strategic plans to expand the delivery base to Birmingham will be very well received by our customers."**



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Frontline at the KBB show 2006

Frontline will be exhibiting at the 2006 KBB Show on **January 22nd - 25th**, at the Birmingham NEC on Q.X. product stand number **78**, hall 19 - so, if you have not already met the team, why not come and see us and pick up your own Frontline goody bag with the new Frontline Complete Bathroom Catalogue 2006 inside.



The renowned KBB Show - that hosts 16,600 visitors - will be the exclusive launch of the 2006 Frontline Complete Bathroom Catalogues.