

KBB Show
Special Issue!

in focus

FRONTLINE



Front of mind

Frontline has enjoyed another fantastic year, with turnover showing an increase in excess of 40% and an ever increasing number of new lines in stock from many of the world's leading manufacturers.

The company has rapidly evolved into one of the UK's leading distributors, employing 70 full-time staff and recently extending its distribution to the Midlands.

However, it is the company's proactive approach to communicating its services and marketing its products that is building the brand, not only into an industry leader but also as a recognized household name. In the bathroom industry, such comprehensive activity is normally the domain of international manufacturers, but Frontline's approach is a real demonstration of commitment and support to its customers and suppliers and is another way that it is taking the role of 'supplier' to a new level.

The hugely popular Frontline Catalogue, (January 2006 edition launched at The Show), has now become an eagerly awaited publication and is produced twice-yearly. Its whole look and feel is designed to make it easy to use and highlights the thousands of products available from its manufacturers.

To support the catalogue's visibility, Frontline has provided all of its customers with a BCD (Bathroom Catalogue Dispenser) stand for their showroom. The autumn / winter 2005 catalogue's launch has also been supported via a distinctive campaign on Real Radio, which has already proven to be a big success with many showrooms reporting increased demand for the catalogue. Frontline has now booked another campaign with Real Radio to launch the spring / summer catalogue in January. Frontline window stickers are also available to anyone stocking the catalogue.

Due to demand, 'Frontline in Focus' will now be produced three times every year and often goes out directly with KBB Magazine as well as being mailed to the company's customers, partners and suppliers.

As the company continues to grow, it provides another essential way of keeping everyone informed of its successes and activities, such as the increased sponsorship of its local rugby league team, Featherstone Rovers and the expansion of the company's sales team.

Frontline has also built up a great relationship with its national and regional media through 2004 – 2005. In addition to a number of business stories run, Frontline is now being asked to provide comment and opinion from an industry perspective on a number of issues and is being positioned by the media as experts within the sector and as a successful and growing business.

Mike Roden, director at Frontline commented: **"We're really proud of our reputation as a business and the relationship that we enjoy with our customers and manufacturers. Our strategic approach to how we market our brand is now an intrinsic part of future growth. Making Frontline front-of-mind with consumers through a range of activities will help drive enquiries through anyone who stocks the Frontline Catalogue."**

For further information
on Frontline, visit
www.frontlinebathrooms.co.uk

Inside:

- The Complete Bathroom
- Meet the Frontline Sales Team



Stuart Greenwood

The Complete Bathroom

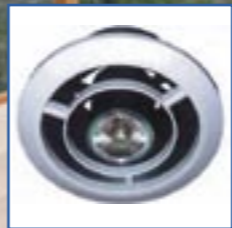
In addition to the circa 4,000 products available from its catalogue, Frontline has launched several new product lines, which will truly make the company 'the supplier of the complete bathroom.' Frontline's director, Stuart Greenwood, discusses the new offerings;

'Client demand really prompted us to look at extending further our offering to provide everything you might need for a new bathroom.'

'In the UK, new homes are being built with increasingly high quality bathroom finishes and this is really setting the standard for anyone refurbishing their own bathroom. Property and interior design is now being given more air-time than ever through its own dedicated channels and through prime-time programmes, which are showcasing fantastic new bathroom products and accessories. The 'dream bathroom' is a reality to more people than ever before with products from all around the world being far more accessible.'

'Heated designer-style towel rails, bathroom ceiling panelling, laminate-look waterproof flooring, under floor heating and mood lighting are all now part of a bathroom's design brief to give a luxurious feel, and all are obtainable at Frontline. What's the point in indulging in a high-tech shower unit or a Victorian roll-top bath if you're going to keep that cheap lino on the floor and the 80's style artex ceiling?! If you're investing in a centrepiece to provide the 'wow' factor, you need to make sure it's supported by a quality setting.'

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.frontlinebathrooms.co.uk



Meet the Frontline sales team

As part of our ongoing commitment to customer care, we have introduced a new initiative through the appointment of a returns coordinator, Charlotte Hall (pictured front page). Charlotte is responsible for dealing with all products that are returned to us, liaising with our customers to discuss problems and queries relating to the products and ensuring that they are taken care of in an efficient and effective manner. Therefore, maintaining our high level of customer service and care. We have also recently expanded our sales team, which is headed up by National Sales Manager, Nicola Tomlinson, to cover our extended presence throughout the North of England:



Nicola Tomlinson
National Sales Manager



North East



Lancashire,
Merseyside



East Yorkshire,
West Yorkshire



Cheshire,
South Manchester,
Stoke on Trent



South Yorkshire,
Midlands



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Web Site:
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Name: Michelle Gorst
Area: South Yorkshire, Midlands
Lives in: South Yorkshire
Job: Area Sales Manager
Loves: Eating out & aerobics
Hates: Cold winters!

Name: Joanne Mowlé
Area: Lancashire, Merseyside
Lives in: Lancashire
Job: Area Sales Manager
Loves: Entertaining
Hates: Missing a party

Name: Keeley Hallat
Area: North East
Lives in: West Yorkshire
Job: Area Sales Manager
Loves: Shopping & live music
Hates: Spicy Food

Name: Kirsty Hare
Area: East Yorkshire, West Yorkshire
Lives in: West Yorkshire
Job: Area Sales Manager
Loves: Horse riding, Netball and Shopping
Hates: Negativity

Name: Jolyon Stead (Joe)
Area: Cheshire, South Manchester, Stoke on Trent
Lives in: West Yorkshire
Job: Area Sales Manager
Loves: Extreme Sports
Hates: The Couch Potato

The brand new catalogue out now!

● Call us on 07004 242424 for your new copy or ask a member of the sales team