

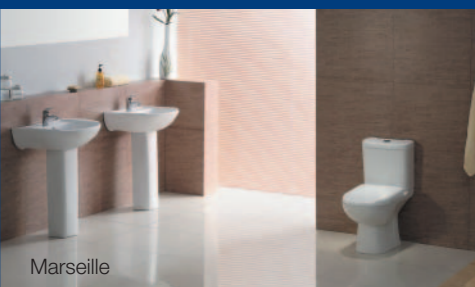
# New for July 2007!

Throughout 2007 the Frontline price catalogue has moved from strength to strength with new products constantly being introduced.

Here at Frontline we strive to create the perfect balance of products that suite all tastes, the July brochure endeavours to do this and has various products from new suppliers and new products from existing manufacturers.

In addition to the circa 5,000 products available from its catalogue, Frontline has launched several new product lines, which will truly make the company 'the supplier of the complete bathroom' range. Frontline's Marketing Manager Michael Sammon discusses the new offerings;

'With the recent changes in interest rates and the housing market slowing down, more home owners are deciding to invest in their current property rather than put it on the market and gamble on a sale. Bathrooms are a key feature with any home and in the UK, new homes are being built with increasingly high quality bathroom finishes. This is really setting the standard for anyone refurbishing their own bathroom. The 'dream bathroom' is a reality to more people than ever before with products from all around the world being far more accessible'.



Marseille



Frontline Designer Towel Warmers



Pristine



Vivid low level 40mm trays and duck board



Arcadia Twin



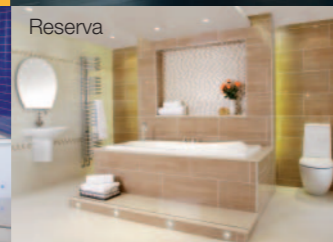
Designer Basin Range



Ripple



Metropolitan



Reserva



Empire



Vivid Bath Screens

The new exclusive RAK Trilogy range is now available. Please call Nicola Tomlinson on 07004 24 24 24 for information.

To view all our new products range and on line brochure go to: [www.frontlinebathrooms.co.uk](http://www.frontlinebathrooms.co.uk)

Andy Hayton ready for action!



## Frontline flying high & making a splash!

In May 2007 Andy Hayton, stock control manager, past his open water padi scuba diving course. Andy had been training hard for over 6 weeks, passing his theory test before having to complete a number of dives at various depths - some up to 18 meters in the cold water of Capernwray, Lancashire.

Andy says "feeling weightlessness was the best feeling in the world", Andy is already half way through his advanced diving course, Sharks watch out!

Another Frontline Manager likes to live life on the dangerous side - Nicola Tomlinson, national sales manager, recently completed a 12,000ft sky dive for the NSPCC in Peterlee - well done Nicola!

## A Great Day out for Customers!

Frontline customers sampled life in the Porsche GT3 fast lane when they joined the Frontline sales team to the Porsche GT3 Championships at Oulton Park, Cheshire this spring. Lucky customers enjoyed an exclusive corporate day out with drinks, food, exclusive access to the PARR team GT3 Porsche enclosure plus first class viewing to see Steve Rance win his class for the day!

Chris Harrison, from the One Stop Bathroom Shop said "we had a truly fantastic day with the guys from Frontline, you cant beat the excitement of being

trackside and speaking to the drivers and technicians first hand. We all had a brilliant day - a big thank you!

For information on other Frontline customer events please speak to your local sales manager for further details or email [michael@frontlinebathrooms.co.uk](mailto:michael@frontlinebathrooms.co.uk)

1. Frontline guests get the chance to take a look around the Porsche GT.
2. Well Done Steve! A Great Day all round!
3. Steve Rance in action!



1



3

## RLWA golf day in association with Frontline

Frontline hosted the Rugby League Writers Association annual golf tournament at Cleckheaton golf club in July. Despite the wind, rain and boggy course, the sun managed to creep through the clouds to enable an afternoon of golf for the journalist and guests of Frontline.

Frontline director, Stuart Greenwood said "the course was very wet however all the players were fully prepared with waterproofs - thankfully these weren't needed in the end, the sun was out and we all had a fantastic afternoon"

20 rugby league journalists enjoyed the afternoon followed by dinner and presentations, the individual winner was John Boyde (BBC Radio Leeds and Look North Presenter), the winning team was Tony Rennison (BBC Radio), Stuart Duffy (Bradford Bulls Media Manager) and Paul Fitzpatrick (ex-Guardian).

Thanks to everyone who attended.



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Don't forget Frontline stockists are being given their very own display stand to proudly show-off the Frontline Catalogue. In addition to the catalogue display, high levels of Marketing activity so far this year are creating high levels of customer interest for Frontline's extensive product range. If you have not already received your free display stand and other various marketing material then don't hesitate to phone today! Call 07004 242424!

Summer 2007

FRONTLINE in focus



## Frontline Plays it Fair!



Great Britain's 42-14 defeat of France in the Frontline Rugby League Test Match on the 22nd June proved to be the perfect icing on the cake for everyone connected with Frontline Bathrooms in what proved to be a fantastic evening all round.

Directors, staff, customers and over 12,500 fans alike were treated to a highly competitive game at Carnegie Headingley Stadium which further emphasised Frontline's commitment to the sport and its partnership with the RFL. Over 120 Frontline customers were invited as part of the corporate hospitality packages as well as all Frontline staff, who along with the fans on the terraces saw Tony Smith's youthful and experimental Great Britain side come through with flying colours.

From a marketing perspective, the night was also a great success from start to finish. Not only did the crowd learn more about Great Britain's squad ahead of the 2008 World Cup but they also went away fully aware of the Frontline Bathrooms brand. As marketing manager Michael Sammon explains; "the evening couldn't have gone any better, the weather was good which encouraged a strong turn out by fans and it also meant the ground with our signage looked fantastic. We arranged for the pitch to have the Frontline logo on it, the rugby posts themselves, the match balls and even the dancers before the game so our presence was evident".

With the game also shown live on Sky Sports the Frontline logo was seen by millions of people throughout the country, firmly establishing the company's association with rugby league.

Due to the success of the evening, Frontline are now looking towards further sponsorship opportunities but for now Frontline director Mike Roden is keen to concentrate awareness on the Frontline Fair Play Index. "We've secured a spot on a Friday evening on Sky Sports and we're constantly in discussions with the Super League and Nationwide clubs to support the Index in match programmes and websites. It's proving to be an interesting talking point on message boards, phone in shows and newspaper column inches across the country. Ultimately, the fairest teams are rewarded at the end of the season so the clubs also have an added interest in the Index. We understand how important such sponsorship can be for the sport and in turn we have seen how useful it can be for us as a company. The whole experience of sponsoring the Test Match and the Index has been fantastic and we'd like the Frontline Test to be a regular annual event in the build up to the World Cup."

1. GB celebrate victory over France.
2. Players enter onto the pitch.
3. Frontline director, Mike Roden presents the Test Trophy.
3. Young fans enjoy the great atmosphere.



## Inside:

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FRONTLINE  
in focus



## RFL & Frontline Launches Fair Play Index



Team discipline is to be put under the spotlight in a new weekly **Fair Play Index** launched by the RFL and its latest Official Partner, Frontline Bathrooms.

The Frontline Fair Play Index will operate in both the engage Super League and the Co-operative National League One for league matches only, with clubs receiving points for the number and type of penalty conceded, sin bins, sendings off and match bans.

The Frontline Fair Play Index will be published every Wednesday, to take into account the previous night's RFL Disciplinary Committee hearings. At the end of the season the Club in each division with the lowest total of points will receive a Frontline Fair Play Trophy and prize worth £5,000.

The scoring system for engage Super League will be as follows:

- 1 POINT Technical penalty
- 2 POINTS Foul play penalty
- 3 POINTS Sin bin
- 4 POINTS Sending off sufficient
- 5 POINTS For each match suspension, thus a one match suspension is five points and a five match suspension is 25 points.

Stuart Cummings, RFL Match Officials Director, said: "We're delighted that our new official partner Frontline is helping us to produce the weekly Fair Play Index. Rugby League is a game built on respect and discipline and I'm confident this Index will further encourage this and highlight outstanding levels of achievement."

"It will give fans an alternative insight into a team's performance and I'm sure when the table is published it will spark a huge debate amongst fans, players, coaches and commentators."

Stuart Greenwood, Frontline Bathrooms director, added: "The modern day game is increasingly being better informed and ultimately stimulated by statistics."

"The Frontline Fair Play Index is the latest information service for coaches, players and fans, providing a weekly focus on team discipline. The Frontline Index is destined to become a barometer for controlled performance and a platform for debate."

"The principle of a Fair Play Index is well established in International football tournaments and Frontline are delighted to underwrite its introduction to the 13-a-side code."

As RFL disciplinary hearings for Co-operative National League sides are heard one week after the offence is committed, the Frontline Fair Play Index for teams in National League One will be one week behind those of the engage Super League. The scoring system will also be slightly different for Co-operative National League clubs, with all penalties scoring one point.

Frontline are please to announce a two-year Official Partners deal with the RFL including hospitality and advertising at major matches.

## Frontline Expand.. Again!

Investment is paying off for bathroom company as they just keep on growing

- Back row, left to right - Stuart Greenwood (director) Jamie Langley, Rob Burrow. Front row, left to right - Mike Roden (director) and Danny McGuire.
- From left - Jamie Langley, Rob Burrow, Michael Sammon (marketing manager), Nick Hall, (operations manager) and Danny McGuire.
- It's all go at the Frontline extended warehouse!

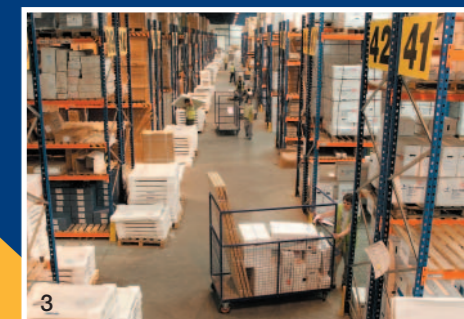
After a hugely successful 2006 for Frontline Bathrooms in which they saw turnover increase by 35%, further positive news is on the horizon for the Featherstone based company. They have now expanded both their purpose built warehousing capacity and staffing levels to cope with the demand they have already experienced in the first quarter of 2007, further highlighting the company's remarkable growth.

Frontline, which was set up in 1991, is now one of the UK's leading suppliers of bathrooms to the industry and as managing director Mike Roden explains, although Frontline's growth was planned it happened quicker than expected. "Our purpose built warehouse (at Green Lane Industrial Estate - see picture) was originally built as a head office and 75,000 sq ft distribution centre but within three years we have out grown it. Sales have meant that we have had no other option but to increase capacity and are currently adding a further 10,000 sq ft. We have also just bought five new vehicles to our existing fleet."

To mark the opening of the new expansion, Great Britain Rugby League stars Rob Burrow, Danny McGuire and Jamie Langley popped into Frontline to officially open the new extension. The trio of Rugby League stars all took part in June's Great Britain Frontline Test victory over France at Headingley Carnegie stadium.

Mike Roden director of Frontline, said:

"As a Rugby League orientated company, we are delighted that three famous current Great Britain stars performed the opening ceremony, cementing our new building and our new partnership with the game's governing body, The Rugby Football League".



Pam Butler, Michelle Taylor and Helen Hall  
Customer Services Team



## Here to Help!

- Frontline recognise the need to help and support our customers in everyway and our dedicated customer services team aim to do just that.
  - Set up four years ago, the team has grown as the company itself has grown and is currently looking to appoint a new member this summer to cope with customer needs.
  - The team is also responsible for coordinating the product training for the rest of the Frontline staff i.e.: Internal / External Sales etc...
  - No other distributor in the industry offers this service so in that respect Frontline are unique once again and realise just how valuable this service is to our customers.
- Customer testimonial** "We're delighted with the effective after sales department (at Frontline). They sort problems out there and then and when we request something it's always with us the next day which enables us to keep our customers happy". Chris - 'Tubs & Taps' Wakefield.

The Customer Services lines are open from 8.30am - 5pm.



Team	Pens Conceded (x1pt)	Sin Bins (x3pts)	Sending off sufficient (x4pts)	Match Bans (x5pts)	Fair Play Total
1 Castleford	54	1	0	0	57
2 Batley	72	0	0	0	72
3 ▲ Rochdale	72	1	0	0	75
4 ▲ Leigh	67	4	0	0	79
5 ▼ Doncaster	69	4	0	0	81
6 ▼ Whitehaven	81	1	0	0	82
7 Widnes	61	0	0	5	86
8 ▲ Halifax	86	4	0	0	98
9 ▼ Dewsbury	71	2	1	4	101
10 Sheffield	97	4	0	0	109

Stats are correct after round 10 of the Co-operative National League one on 01/07/2007

The Frontline Fair Play Index is calculated from League games only using a weighted formula powered by statistical data collected by PA Sport



Team	Technical Pens (x1pt)	Foul Play Pens (x2pts)	Sin Bins (x3pts)	Sending off sufficient (x4pts)	Match Bans (x5pts)	Fair Play Total
1 Catalans Dragons	60	54	4	0	0	180
2 ▲ Hull	73	54	0	0	2	191
3 ▼ Harlequins RL	68	60	2	0	0	194
4 ▼ Salford	86	55	2	0	0	202
5 St Helens	79	55	2	0	2	205
6 Leeds	84	51	7	0	0	207
7 Warrington	69	56	3	0	4	210
8 Wakefield	81	55	7	0	0	212
9= ▲ Bradford	84	60	4	0	5	241
9= Hull K R	107	50	5	1	3	241
9= ▲ Wigan	82	66	9	0	0	241
12 Huddersfield	86	73	5	0	0	247

Stats are correct after round 19 of engage Super League on 08/07/2007