



Frontline watch record sales

As high street spending continues to fluctuate, leading bathroom suppliers Frontline are bucking the trend, announcing a record month of sales during March 2006.

The company exceeded the £1.5million turnover figure in a single month during March, and to show their appreciation to the staff, Directors Mike and Angela Roden and Stuart Greenwood treated all of them to a luxury Armani watch.

The Featherstone based company has been going from strength to strength over the past year with turnover reaching £13million in 2005, a 43% increase on 2004. Despite the slump in the housing market, the company has grown from 40 to 75 full-time staff over the past three years and is expected to exceed a turnover of £16million this year.

When the company reached the £1million worth of sales per month back in November 2004, staff were rewarded with a gourmet hamper full of delicious treats. Let's watch this space to see what's in store for Frontline employees when they hit £2million per month...

According to Mike Roden, Company Director this target isn't unrealistic. He said: **"The bathroom is now the shrine of the home, it's the place you go to relax and unwind, so it is no surprise we have experienced an upturn in sales of our more luxury and contemporary suites. With the retail market showing signs of improvement I have every confidence we will reach our £2million a month target in 2007.**

He added: **"At Frontline we value our employees very much, they form the backbone of our business and without their hard work the company wouldn't be enjoying its current success. The watch is hopefully something they can wear with pride and remind themselves of their achievements."**

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

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Nick Hall

Creating a Strong Management Team

The importance that Frontline Bathrooms places on its staff is clearly expressed through its rewards and incentive programmes, training initiatives and supplementary activities and events.

As the company exceeded £1.5million turnover in March, sights have been firmly set on moving the business even further forward. Over the course of 2006 employees at the company will be undertaking a variety of training courses to motivate, develop and further enhance skill sets.

Case Study

Nick Hall, 36, from Headingley, Leeds, is Operations Manager at Frontline Bathrooms and is currently on a 28 week Management course at Leeds University. He has worked for the Featherstone based company for the past three years and has already attended several of the training sessions, including a recruitment and selection course. His role within the business is to oversee the whole operation, from transport and logistics to recruitment and HR issues, ensuring the business runs efficiently.

Nick said: "Frontline is a progressive employer, which works hard to motivate and reward staff. The success we have enjoyed over the past few years and the training investment for 2006 and beyond demonstrates ambitious times ahead for the company.

"The course I am currently on is very similar in format to a first year university undergraduate course; it is split into four modules, including leadership and management, communications and presentations, customer care and personal development. I am thoroughly enjoying the course, it has already allowed me to look at situations from a different perspective, motivate staff and learn more about management styles."

Nick, who for 18 years was a professional jockey, now trains every Tuesday with a management team of 11 other Frontline staff. He added: "The importance of training is integral to our development as a business. Our employees are happy and highly motivated and we do our utmost to ensure everyone's development is addressed and not just for the benefit of the business, but for their own personal gain too."



Frontline Fleet Transformed

As Frontline Bathrooms emerge as a market leader in bathroom supply it is essential for the business to strengthen its brand recognition with its existing and potential customers. That's why the company is transforming its fleet of distribution vehicles to match the now famous 'Frontline' logo in a £100,000 investment.

Frontline's catalogue has a metallic silver cover that highlights the solid blue Frontline logo stretching across it. Now the 20-strong vehicle fleet based in Featherstone, West Yorkshire, that 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, will be instantly recognisable to all who see them.

It was only six months ago that all Frontline drivers received brand new fully co-ordinated uniforms bearing the Frontline logo and web address. Matthew Penn, Logistics Manager, said: "**All of the drivers are absolutely delighted to be receiving their new look vans. This modification very much reflects Frontline moving forward and further strengthens its position within the bathroom industry.**"



The newly transformed Frontline vans that have been re-branded to match the famous Frontline logo



Nicola Tomlinson

Bathroom Trends

Field Sales Manager at Frontline Bathrooms, Nicola Tomlinson discusses - "Can even the smallest of bathrooms achieve that minimalist look?"

"As the housing market continues to fluctuate and with Home Information Packs looming, apprehensive home owners are staying put. Instead they are looking at ways to improve their facilities with the added bonus of increasing the property's value when it comes to resale.

Consumers are spending £millions a year to keep clean in the most stylish surroundings, creating extra bathrooms, including en-suites in bedrooms and downstairs toilets under the stairs to handle the pressures of modern day family life, or simply to add that touch of luxury living without the cost and hassle of extending the property.

It would be great if we all had huge bathrooms to work with, but the reality is that when faced with re-modelling most folk have a small or even tiny bathroom to contend with. City habitants are even more restricted where space really is at a premium - the need for compact bathrooms has never been greater. The bathroom is a place of peace, privacy and pampering so it is essential that even the smallest bathrooms create this environment."

Leading bathroom supplier Frontline, imports bathroom products from around the world and has been at the forefront of the bathroom boom which has seen their turnover double in the past two years. Over the last year they have noticed a considerable increase in sales of their compact suites and smaller bathroom products.

Nicola added: "**Our best seller is the RAK compact suite; we expect to sell 8,000 this year. The benefit of the suite is that it has a short projection pan, meaning it's ideal for confined spaces. We have also noticed a surge in sales of our 800mm Quadrant shower cubicle, although our 900mm is still the best seller, sales of the 800mm are ever increasing.**"

She continued: "**Manufacturers are working even harder to create that minimalist look for the smallest of bathrooms. Heated towels rails, under floor heating, wall-hung basins and toilets, shower baths and smaller shower cubicles are all excellent options for a small bathroom or en-suite. They utilise the space you have without making the room feel cluttered.**"



Frontline's best seller - the RAK Compact Suite

Quadrant Shower

Nicola's Top Tips for Small Bathrooms

- Use large tiles around the room, they give the impression the room is bigger than it is
- Optimise the light in the room. You can get some great glazed glass windows and doors that will let all the natural light into the room
- Choose a white suite. It's easier to replace parts if you want and again it makes the room feel a lot more light and fresh
- Opt for wall hung basins and toilets, these don't take up floor space, and the more floor space you have the larger the room feels
- Be practical. If you're going to opt for a smaller basin, can you get your hands and face in to wash?

FRONTLINE SPORT EXTRA

World Cup Fever Hits Frontline

As the biggest sporting spectacle in the world fast approaches, Frontline Bathrooms has shown its devotion to the England squad by having England t-shirts printed for all staff and customers to wear during the tournament. The shirts have the Frontline logo alongside the England flag to highlight the company's support for the team. If you already have your England shirt ready, Frontline has also produced World Cup wall charts to follow the progress of the England team during the games.

If you would like a complimentary Frontline England t-shirt or wall chart, please call 07004 242424.



Race for Life

With such a vast array of sporting events taking place this summer, from the World Cup to Wimbledon and the Golf Open, it seems fitting that the Frontline team will take part in their own sporting challenge.

On 1st July female colleagues will don their running shorts and vests and compete in the 5k race through Leeds, to raise money for Cancer Research UK, in the annual Race for Life.

Director Angela Roden said: **"We are thrilled to be taking part in the race, we've had t-shirts printed for all of us to wear to demonstrate it's very much a team effort. I have also agreed that Frontline will donate to each member of staff for every mile completed."**

Red Hot Products at Frontline

The sun is the principle source of radiant energy that we all experience everyday. Occasional exposure to the sun benefits us in a range of ways, from making us feel healthier and lifting our mood to helping with physical injuries like back ache, arthritis and strained muscles - ailments that many sports players today suffer from.

The new Infra-Red sauna available at Frontline from 1st July is a great source of healing and used by many physiotherapists in America. The sauna produces a safe but effective radiant heat similar to the sun but without the ultra-violet rays that can damage our skin.

This revolutionary product can aid weight loss up to three times that of a conventional sauna, unclog pores allowing skin to appear clearer and de-stress knotted muscles, soothing away frayed nerves after a hard days work. The heat therapy can also relieve patients suffering from arthritis, rheumatism and other muscular pains.

Director Stuart Greenwood said: **"This is a bathroom product relatively new to the UK. It has some fantastic benefits and we anticipate it will be very popular; we already have a few orders placed. Getting a luxury piece of equipment like this into our warehouse**

demonstrates our ability to supply a vast array of products from basic bathroom suites to high end sauna systems; we have it all in the complete bathroom."

The Frontline Infra-Red sauna will be available in bathroom studio's from 1st July and costs £1495.



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