

welcome

to the latest new-look edition of Frontline in Focus. This is a special issue to update you on all the latest developments we've been working on here at Frontline Bathrooms, from the general improvement of our website to the launch of a fantastic unique 3D planning tool.

Our aim this year is to work closely with our customers to support them as much as possible through these difficult economic times. We are doing this by improving our service offering, making it easier for them to liaise with us and get the information they need to sell our products, in addition to helping to increase footfall through ongoing marketing campaigns and the launch of a brand new service that will help place them ahead of the competition. So, take a look inside to find out more!

2011 Catalogue

2011 has seen the launch of our biggest and best catalogue yet, with more than 6,000 products over 254 pages. If you haven't seen it yet, order your free copy today by visiting www.frontlinebathrooms.co.uk or calling 0800 177 7171.

The new brochure also contains some fantastic recession-busting deals offering up to 40% off selected products, from our best selling shower bath suites to our own brand aquabathe whirlpool bath and aquachic bathroom furniture. To find out more just visit the website or order your catalogue today.



FRONTLINE



in focus

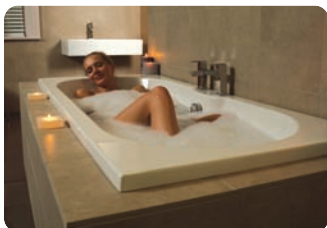
Summer 2011

Frontline Collections for Summer 2011...

aquabathe

The Frontline Bath Collection

Exclusive to Frontline, our stylish aquabathe baths combine a contemporary and opulent design style with sensual curves and contours to create the ultimate bathing experience. You won't be able to resist taking a dip!



aquaflow
aquaflow
Italia

The Frontline Brassware Collection

Frontline is proud to launch its stunning new aquaflow italia brassware range from a leading Italian brassware manufacturer with over 30 years experience. Razor, Emme, Ural and Dharma make up this contemporary designer collection all offered at great prices.

Sensual curves, high quality chrome and WRAS approved fittings make our aquaflow brassware range the perfect choice for the discerning Frontline customer.



aquachic
aquaduo
aqualine
aquatrend

The Frontline Furniture Collection

The aquachic brand offers a full range of high quality floor standing bathroom furniture to bring out the best in your bathroom. The whole collection is available in a choice of colours including gloss white, natural oak or swiss pear.

With its smooth lines and quality finish, our aquaduo range made exclusively for Frontline by leading furniture manufacturers Utopia, provides an extensive choice of modular furniture that combines to offer an infinite number of unique solutions for all room shapes and sizes.

Our aqualine furniture combines a modern design style with an affordable price tag. The floor standing furniture comes in a wide range of sizes and styles and can be complemented by a selection of matching mirrors and bath panels.

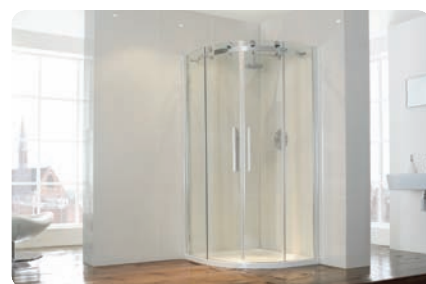
If you crave a chic and elegant design style but don't want to break the bank, then our aquatrend wall-hung products will appeal to you. Designed with the most discerning customer in mind, the aquatrend range will transform your bathroom into your home's focal point.



The Frontline Enclosure Collection

Frontline's exclusive range of aquaglass shower enclosures provide a contemporary look and a high quality finish at an unbelievably low price. All aquaglass shower enclosures now come with a free Frontline shower cleaning kit.

aquaglass



visit www.frontlinebathrooms.co.uk
or call 0800 177 71 71 to request your new catalogue



Unique Bathroom Planner



In these highly competitive times when most people are working to a tight budget it makes it even more difficult for customers to research, visualize and price a new bathroom. This is why we have invested in some brand new 3D technology that can help our stockists offer a unique service, keeping them ahead of the competition.

For more information about the 3D planner please contact the Marketing department on 0845 470 2424

The launch of the Frontline 3D bathroom planner, which can now be accessed through our homepage at www.frontlinebathrooms.co.uk, enables customers to design their own bathroom using actual Frontline product models so that they can view the finished room free of charge prior to purchase. The planner has a clever close-up viewing capability and updates the price list as products are added to, or deleted from, the design. On completion of the plan, customers can then email it through to Frontline, who will distribute it to their local participating stockist (or the recommended stockist if selected by the customer).

This technology is an industry first and is already proving popular with both stockists and customers, helping to drive sales and increase footfall. Why not log on to the planner and take a look for yourself!

New and improved website

Spring is a time to start afresh and that's just what we've done with our website. In March we launched our new-look site, which is now much easier to navigate and provides lots of new services for both the trade and end customers.

Through the site you can now access our new stockist and tradesmen finder, where end customers can enter their city, town or postcode to find their local Frontline stockist and/or tradesmen. Individual searches can be conducted, whether looking for a stockist or a tradesman, and the site will bring up all those that fall within 20 miles of your search criteria, up to a maximum of 80 listings in order of distance from the required location. All our stockists are listed free of charge, with the opportunity to upgrade to a sponsored listing or an advert which will place them at the top of any search within a 20 mile radius. Tradesmen can request a listing on the site from as little as £10 a year. Why not take a look and sign up for access to over 20,000 hits per month.



For more information about getting a listing on the Frontline Finder please contact the Marketing department on 0845 470 2424



Plus, our valued customers are now all provided with a private trade log-in area on the website, which gives them faster access to marketing materials, latest offers, delivery and returns information. This will make it much easier for them to liaise with us any time of the day and will provide them with marketing materials to hand to enable them to drive custom and sales in branch. We think this will be a great tool for our customers and will help to improve our carbon footprint by reducing the amount of paperwork being distributed.

visit www.frontlinebathrooms.co.uk