

# **Kbbreview Industry Awards 2007**

## **CATEGORY: Master Retailer Award for Bathrooms**

### **FINALIST: Tayor's Etc, Cardiff**

#### **What is Taylor's Etc**

Taylor's Etc is a unique interior design concept store; it is home to an exciting range of interior design products including designer branded sanitaryware, brassware, wall and floor tiles and home furnishings.

#### **Our history**

In 1965, my Dad, a plasterer by trade, set up an import, retail and installation company for ceramic tiles. Over the following 40 years his company became a main player in the supply and installation of tiles within the UK, formerly known as Taylor Tiles.

In the late 1990s having worked for a number of years as an interior designer, my Dad approached me and asked me to become a consultant for the company. This part-time role offering design advice on product ranges and on retail showroom layouts soon grew and I became fully employed by the company. It didn't take a great deal of time for the designer in me to facilitate the introduction of an extended range of design driven products, enabling the company to offer a truly comprehensive design service to their customers. This range included bathrooms and general interior design products.

In 2004, my husband Kevin and I purchased the company. While the company continued to service commercial and trade customers with ceramic tiles across the UK, we decided to create a new retail brand for the company and Taylor's Etc was born. We immediately re-branded our retail premises in Swansea and set about the opening of our new flagship store in Cardiff in 2005. Once this critical outlet became established - with the right team in place to serve our new customer base - we then turned our attentions to the opening of our most recent branch in the market town of Narbeth in West Wales.

#### **Our philosophy**

We have one simple philosophy and that is that the products we offer have to be made to the highest possible standards and the service we provide has to be second to none. The product ranges are selected for their aesthetic qualities and are therefore a design element and not just a practical necessity. They should therefore be displayed in an inspirational way and sold by sales team that is extremely well trained and has a good understanding of design and, in particular, the complexities of bathroom design.

We also feel strongly that not only should each area of display be as aesthetically pleasing as possible, but also practical to replicate at home. Therefore all our dressing out items are held in stock and available for sale.

#### **Our team**

Our Cardiff branch employs three interior designers; Swansea is supported by two and with one in Narbeth it makes it easy for a customer to access the help of an experienced designer. Each member of the design team is trained to the highest possible standard and has practical experi-

ence of bathroom design and layout - one of the most complex areas of design for the domestic market.

This means clients can enlist the expertise of a single designer who can help with the look and feel of their entire home. A design manager, an invaluable individual with a wealth of experience within the domestic design sector, further supports all our designers. Her role is to ensure all our designs are as focussed as possible and her input means our designers explore all design possibilities practical for each project. This makes sure we ultimately produce the very best practical and aesthetic design possible for each customer. Our high standards are also supported by an extensive range of in-house and supplier-base training.

## **Our layout**

To ensure our customers find our showrooms are as ordered as possible they are divided into three sections. For example:

Within the 'Bathrooms Etc' area in Cardiff we have created 26 individual displays, each with their own individual layout, design and decorative scheme. Furthermore, there are nine actual full room displays, six of which have their own entrance doorways, an actual ceiling and four walls. These rooms vary in size from 1.6m x 2.7m to 5.4m x 2.8m and reflect exactly what a client can have created for them, regardless of the size of space we have to work with.

We have plumbing to many displays enabling us to display a working wet room, spa bath, steam cabin and custom-built tiled steam shower unit, infinity bath plus various taps and bath filler options.

'Tiles Etc' is an extensive tile department showing some of the most innovative products available today. My husband and I travel the world in search of products that assist our designers in creating unique interior design schemes for our customers.

Finally, our 'Interiors Etc' area combines an exciting range of wall and floor coverings, and fabrics, plus smaller items of furniture and decorative accessories.

## **Our focus on success**

Our marketing report shows that 85% of our retail customer base is either recommended by others or returning customers. This means our focus on customer service is paramount to the ongoing success of the company. The design process itself is not the only element in which our team strives to achieve the highest standards.



