

KBB REVIEW INDUSTRY AWARDS 2009



CATEGORIES: SHOWROOM AWARD FOR BATHROOMS

WINNER: TAYLOR'S ETC, CARDIFF

The history

It all started in 1965 when Mr Brian Taylor embarked on a wonderful business adventure, setting up an import, retail and installation company for ceramic tiles. After building up a fantastic reputation through word of mouth and customer recommendations. Taylor Tiles enjoyed rapid expansion and growth via the opening of various showrooms throughout Wales.

Over the years, Taylor Tiles built on the success and prestige that came with winning many significant projects including supplying the tiles for Terminal 4 at Heathrow in the early 1980s, as well as both the showroom and workshop tiles to all BMW and Mini garages in the United Kingdom and Ireland, a contract that they retain to date some 18 years later.

With over 40 years experience in the tile industry and a genuine love for the market it seemed inevitable that when Brian Taylor retired in 2004, after a happy healthy career, his daughter interior designer Lesley Taylor would step up to the mark.

An enthusiastic Lesley had a desire to breathe a new lease of life into the family business. IN addition to continuing to grow the successful tile side of the company, Lesley had bigger ideas and in a bid to follow her dream of owning an 'interior design concept store' - Taylor's Etc was born.

The philosophy

Taylor's have one simple philosophy - the products they offer have to be manufactured to the highest possible standards and the service they 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 are displayed in an inspirational way and are sold by a sales team that is extremely well trained with a clear understanding of design and in particular the complexities of bathroom

design.

The Cardiff flagship store employs three interior designers; this makes it easy for a customer to access the help of an experienced designer. Each Taylor's Etc branch is also supported by general sales and admin staff ensuring the standard of customer service is as high as the design advice offered.

Each member of the design team is trained to the highest possible standard and has practical experience of bathroom design and layout, one of the most complex areas of design for the domestic market.

All of the designers are further supported by a Design Manager - an invaluable individual with a wealth of experience. Her role is to ensure that all designs are as focused as possible, and that the designers have explored all design possibilities practical for each project.

This ensures the company ultimately produce the very best practical and aesthetic final design possible for each customer. These high standards are also supported by an extensive range of in-house and ongoing supplier based training.

Showroom layout

The designing of the showroom has been a key factor in its success. Much time was spent considering the whole shopping experience and the factors that would result in a pleasing experience for all customers visiting the store.

All sectors of the store are clearly defined. Tile, Bathroom and Interior Design departments have their own zones. While these areas flow seamlessly they also ensure focused attention to the elements a client is considering at any given moment.

The layout of displays ensures a client can consider one setting at a time, yet each turn of a corner unveils a new inspiring display. A high percentage of these displays are fully functional. The showroom offers two meeting rooms available to corporate, architectural and domestic customers. The majority of meetings are accompanied by refreshments from our coffee shop.

Most customers are very busy and find the fact that they can grab a light lunch and a coffee while discussing their requirements particularly convenient. To make visiting the store as enjoyable as possible a children's play area has been incorporated. Pencils and crayons, plus a box full of DVDs and games helps to occupy little minds enabling mum and dad to focus on the options available for their home.

With a wide range of bathroom manufacturers available at Taylor's Etc - including Hansgrohe, Boxart, Duravit, Lefroy Brooks and many others luxury brands, the Interior Designers at

Taylor's Etc are capable of creating inspired and imaginative designs from wet rooms and luxury ensembles, to small bathrooms and cloakrooms drawing on the limitless ranges and products available to them.

Taylor's Etc has built up a fantastic reputation for providing truly inspirational results along with a genuinely personalised and quality service. With a status so strong, it comes as no surprise that there is a continuous flock of both domestic and commercial clients ready to commission Taylor's Etc team.

From supplying the likes of Habitat department stores to working for Theo Paphitis (from Dragon's Den), there is no job too big or too challenging. Taylor's Etc has also been graced with the opportunity to provide product and labour for a high profile Royal project in Wales this year, supplying luxury sanitaryware, brassware and tiles.

The focus for success

The company's marketing reports show that 84% of their customers are either recommended by others or returning purchasers. This proves that the staff's focus on customer service is paramount to the ongoing success of the company. The design process itself is not the only element in which their team strives to achieve the highest standards.

- A prompt response to customer enquiries
- Clearly labelled displays
- Design savvy and well trained sales staff and designers
- Constantly updated displays
- Dedicated children's play areas and inhouse coffee shop

These are all features that ensure a professional, stress-free experience for their customers

Last year Taylor's Etc was nominated for two prestigious awards by the Tile Association of which the company is a member. Taylor's Etc was nominated for both the 'Excellence in Tile Contracting' award and the "Excellence in Multiple Retailing" award, achievements that sit comfortably with their awards for "Tile Showroom of the Year" in 2007 and "The Best Use of Tiles Within a Domestic Environment" award in the same year.

In such a short space of time, Taylor's Etc has come a long way and achieved so many great things. With such a vibrant team and a constant stream of fresh and innovative ideas emerging. Taylor's Etc are constantly striving to create an imaginative and relaxing environment in which to serve their customers.

They feel confident that this approach will assist them in securing a larger market share during what we know will be a challenging year.

