

# Inspiring the future

Bathroom solutions from Lucite®



The world's leading bathroom designers and manufacturers choose Lucite acrylic solutions. Why? Because Lucite inspires. It's a range of materials with integrity; quality, durability, flexibility and style. New colours and effects with the latest in Lucite Metals, Ices and Pearlescents. New materials such as Lucite Light Management Solutions bring a whole new dimension to today's contemporary bathrooms. Lucite acrylic solutions - shaping bathrooms of the future.

For more information about the Lucite range of products visit [www.lucitesolutions.com](http://www.lucitesolutions.com).

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The source of inspiration

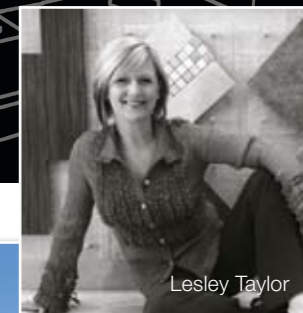
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## Business awards



# SHOWROOM AWARD FOR BATHROOMS

Winner Taylor's Etc · Cardiff



Lesley Taylor

The showroom is the face of the business; it needs to give an instant impression when the customer walks through the door and then keep them interested when they're inside. This award honours the best in bathroom showroom layout and design.

The judges were not looking for the biggest showroom, or the showroom that's had the most money spent on it but more how the space and resources available have been managed and how the retailer has introduced personality to make the business stand out to its target customers.

Taylor's Etc won this award in 2007 and have come back stronger than ever for 2009. The company rightly says it took its time designing the flagship Cardiff showroom of its increasingly successful and impressive business.

They've called it the 'shopping experience' and have



succeeded by cleverly and clearly defining all the different zones within the showroom while still allowing customers to flow seamlessly between them. The layout of displays ensures a client can consider one setting at a time, yet each turn of corner unveils a new inspiring display.

### Judges' comments

"Taylor's Etc is a truly inspirational showroom. The customer's experience starts right from the off - it's accessible, there's easy parking, and a warm reception area with welcoming staff. The clever set design and products cater for all budgets from the basic to the 'wow' and the width of product range is tremendous. It ranges from traditional to cutting edge, incorporating tiles, glass and surfaces. A tailored design service is also available for all rooms in the home excluding kitchens and there's even a small coffee shop that offers cakes and lattes."

## Finalists

### Acquazzone, Evesham



A successful business and showroom that had to be refitted completely in 2007 following a flood, Acquazzone is a great example of how to design and lay out a provincial bathroom showroom.

### Grove Lane Bathrooms, Huntingdon

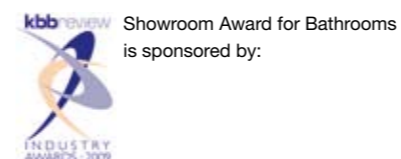


Grove Lane Bathrooms are on the first floor so need to make sure the customer sees something special when they come up the stairs. With a number of working displays, the smart use of space is very impressive.

### Water and Stone Bathrooms, Stroud



Aimed squarely at the high end of the market, Water and Stone is based in an old mill with plenty of original brickwork and windows giving a great base for any showroom - and it doesn't disappoint.



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For full entries from both winners and finalists see [www.kbbreview.com](http://www.kbbreview.com)