



# Bathroom Retailer of the Year

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Wayne Lyons from Soaks picks up the Bathroom Retailer of the Year award. Host Steph McGovern (left) and Roca managing director Alan Dodds (right).

## WINNER

# Soaks Bathrooms Belfast

Soaks claims to be the largest bathroom showroom on the island of Ireland and, in fact, nearly half its customers travel from southern Ireland and mainland UK to visit the store. The creative and meticulously-planned marketing is one of the elements that sets Soaks apart – for example, its recent campaign to up shower toilet sales included a deal to install them in two local high-end Japanese restaurants and the slogan 'We are behind with our behinds - in Japan over 70% of toilets are Washlets. Available exclusively at Soaks Bathrooms, Belfast' featured on the back of each cubicle door. [soaksbathrooms.com](http://soaksbathrooms.com)



**What the judges said:** "It was probably the closest year ever but Soaks in Belfast just pinched it as the winner. Its simple end-to-end customer journey combined with a smart marketing strategy really resonated with us. Soaks was also able to demonstrate that you can make a rock solid business model with a very straightforward approach combined with real design and added value. Simply put - great customer service, smart business and a well trained dedicated team."

## FINALISTS



### The Bathroom Company Perth

The Bathroom Company is a great example of what happens if you combine a passion for business with in-depth planning and exemplary execution. The owners have set out to create a very recognisable brand that stands for expertise. Last year was all about getting the company's mid-range showroom - Haddow Bathrooms – to operate effectively and growing its new Edinburgh store which is itself up for the Bathroom Showroom of the Year award. Impressive marketing and focus on staff also set them apart.

[thebathroomcompany.co.uk](http://thebathroomcompany.co.uk)



### Versatile Bathroom + Tiles Co. Meath

After a protracted period of time where circumstance saw Versatile invest very little in any refurbishments, the company reached the end of 2018 with a completely revamped showroom that represented nearly €400,000 of work. This included a brand new entrance – untouched since 2003 - with the latest 1m x 1m large slab technology porcelain tile taking centre stage. Notable policies surrounding staff development and customer experience also stood out for the judges.

[versatilebathrooms.ie](http://versatilebathrooms.ie)



### TileStyle Dublin

TileStyle is a huge operation but it always stands out in these awards thanks to the level of detail it manages to maintain despite its size. The showroom is always hugely impressive but this year it has invested heavily in its back office systems in a very customer-focused way – for example, they can now incorporate product images in quotations, making it easier for the customer to understand exactly what is being described. There are also plans for targeted events to increase engagement with installers and make them 'evangelists' for TileStyle products.

[tilestyle.ie](http://tilestyle.ie)