

**Brand New Database**  
*Exclusive to MTW Research*

# Tile Retailers Database - UK 2010

MTW Research have published a brand new mailing, email & telemarketing list representing more than 80% of the UK tile retailers market in late 2010. This brand new list offers fresh, relevant sales leads of key companies actively involved in the distribution and retail of ceramic tiles.

With full data compliance & no limitations on usage, this high quality database offers excellent value for money for all wall & flooring tile suppliers who are seeking to increase sales through this channel as well as suppliers of adhesives, grouts, laminate, wood flooring, underfloor heating and other complementary products offered by tile retailers.

## ***The 2010 Tile Retailers Database Includes:-***

- **1,300+ Tile Retailers**
- **1,300+ Full Address & Postcodes** *–Preference Service Screened, Autonomous Sites Only*
- **900+ Contact Names** *- Senior Decision Maker / Head of Purchasing*
- **1,100+ Telephone Numbers** *– Corporate Telephone Preference Service Screened*
- **150+ Email Addresses**
- **1,000+ Records with Employee Band** *(5-9, 10-19, 20-49, 50-99, 100-249, 250-999, 1000+)*

The UK Tile Market is set to return to growth in 2011, with market forecasts from our latest report suggesting above inflation growth should feed through to the market, despite ongoing pricing pressures from lower value imports. New products and value added opportunities are continuing to be popular with UK tile retailers seeking to add value to their product portfolio and increase sales.

This mailing, telemarketing & email list enables UK manufacturers and distributors to specifically target tile retailers currently active in the UK market and grow sales quickly and cost effectively.

**Tile Retailers Database – UK 2010**  
*Available Now, Exclusively from MTW Research*

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***The UK Ceramic Tiles Market in 2011 and beyond...***

Given the recent slowdown in UK house moving activity, domestic renovation has declined to some extent over the last 2 years, resulting in a contraction in demand for tiles in replacement applications. Further a slowdown in new build domestic activity has also further impacted demand for domestic tiles. However, whilst demand for domestic applications waned to some extent over the last 2 years, a sustained level of investment in public sector applications, notably in Health and Education has maintained reasonable volume demand in the non-domestic ceramic tile market.

Following the recent Comprehensive Spending Review, indications are that public sector expenditure on tiles is likely to decline to some extent in the next 3-4 years, with a likely return to growth in the domestic sector. As such, the specialist tile retailers serving this sector are set to become increasingly important over the next 2-3 years, as they seek to enhance their portfolio with new products and establish a higher value market position than other competitive channels such as Builders Merchants and DIY multiples.

This 2010 database enables tile and associated product manufacturers & distributors to actively target this increasingly important channel at what is now a key growth stage. All indications are that the ceramic tiles market has 'bottomed out', with those suppliers focusing their marketing activity on the higher value sector likely to benefit from the return to growth in the economy and consumer confidence during 2011.

*Source: "Ceramic Tiles Market Report – UK 2010", MTW Research*

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|--|--|---|
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| <b>Tile Retailers Database – UK 2010</b><br>Specifically Designed for Tile & Associated Product Manufacturers and Distributors to Quickly Increase Sales to the Specialist Tile Retail Channel                 |  |   |

***About MTW Research...***

MTW Research are an independent publisher of high quality market research reports & databases in the Building Products, Construction & Home Improvement Markets.

Our reports and databases are researched, written and compiled by qualified marketing professionals, who have experience of undertaking detailed multi-client and bespoke market research across a broad range of sectors in the UK DIY, Construction & Home Improvement industry for more than a decade. MTW Research are a wholly independent publisher of quality market research reports and databases and are therefore able to offer original, objective, relevant and quality market and competitor research which offers a fresh perspective on your market.

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MTW provide this list to clients with no limitations on type or frequency of usage of the list. This database has been screened against the TPS / MPS preference service at time of publication in November 2010. Whilst MTW endeavour to attain high levels of accuracy, the information supplied is based on primary telephone research, Companies House & Directory Enquiries and may be prone to errors or omissions, whilst MTW accept no liability for such omissions or errors we offer a buyback guarantee on incorrect addresses above 20% error rate. Please note this guarantee applies only to address records, and not to any other records such as employee band, e-mails etc.

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