

## **More and More Customers are doing it with Flair**

**Andrew Bullingham / UK Sales Director / Flair International**

Flair International, Ireland's leading manufacturer of glass shower enclosures and bath screens, has achieved great results in the UK during 2007, announcing a doubling in turnover from the previous year with customers benefiting from increased sales team coverage, significant improvements in logistics, investment in marketing and a targeted quality product offering.

### ***Delivery within 24 hour from UK warehouse***

Improved logistics have been a key factor in recruiting new dealers: previously Flair was offering direct delivery to customers from their factory in Ireland, but has since invested in a dedicated UK warehouse to offer an unbeatable next day delivery service.

Sales Director, Andrew Bullingham states, 'Good customer service may sound like a cliché, but is just as important as offering a quality product in order to satisfy the needs of both the installer and the merchant'.

All Flair products are supplied with clear, easy-to-read installation instructions and are simple to install. The 24 hour delivery time and a speedy service for returns is supported by a fully-stocked spare parts department on hand, if required. Marketing support is also provided in the form of informative product literature, POS support, advertising and PR. Flair understands that it is crucial to "touch & feel" the product. Key quality differentiators in shower enclosures come down to small technical details that really need to be experienced, such as how smoothly the door opens and closes, how tightly it seals, the robustness of the design and the overall general quality feel. This is why Flair invested in the 'Flairmobile' last year, a showcase vehicle fitted out the latest Flair shower enclosures. This mobile display enables the company to get new products to more merchants and distributors as quickly as possible and has served to build their confidence in the product quality and service.

When it comes to product, the company has a robust middle-market offering and this is set to expand during 2007. Flair's portfolio currently comprises four enclosure collections and two bath screen ranges. The contemporary *Fresca* range was launched last year with frameless and semi-frameless styles to attract the discerning modern homeowner. Quality is guaranteed with all relevant BSI/ISO and EN14428 standards, as well as Flair's own rigorous in-house quality control and their ten year guarantee on all products.

Installers love the company's *Capella* enclosure range, which notched up its one millionth sale during 2007. Each of the five door styles is available to fit all standard tray sizes, but additionally the ingenious telescopic feature allows it to be scoped up or down by 100mm to fit non-standard spaces. It also incorporates 12.5mm adjustment allowance in each wall jamb to cater for out-of-true walls making *Capella* an overall favourite with shower trade professionals.

Andrew Bullingham, UK Sales Director comments, 'The future is looking bright for Flair in the UK. It's a competitive market but we are providing a great service and by understanding and meeting our customers' needs we can be optimistic about future sales performance and growth over the coming years.'

To find out more about Flair International contact Andrew Bullingham on Mobile:- 07887 686715 or call the office on Tel: 01344 467342. Visit [www.flairshowers.com](http://www.flairshowers.com)