

AQUA
DART®

BATHROOMS

••• NEWSLETTER •••

JULY 2023

Welcome from Aquadart Bathrooms

Welcome to the first newsletter from Aquadart Bathrooms. We've come a long way in a short time since the launch of our business on 7th March and we would like to thank our loyal customers and suppliers who have supported us since then.

We hope that this newsletter will help everyone who has an interest in us to understand our strategy as a business and the steps we've taken.



NEW MANAGEMENT TEAM

Building an experienced and skilled leadership team has been a key objective for our new business and we're pleased to have attracted a team with a combination of industry knowledge and functional excellence.

Will Hinks, our General Manager is an experienced and successful business leader who is overseeing the transformation of **Aquadart Bathrooms** to being a service driven manufacturer and supplier of quality bathrooms products through well structured and robust sales channels.

Will says "Aquadart Bathrooms has well respected and very popular products and our key task is to be an easy to deal with supplier with great product availability, fair pricing and open communications with our customers and suppliers. Each of these objectives are quickly falling into place."



ENCLOSURES ∴ TRAYS ∴ FURNITURE ∴ BRASSWARE ∴ BATHS

NEW MANAGEMENT TEAM

Our new Sales Director, **Sarah Robinson**, joined us in June and brings a wealth of industry experience and expertise. She is rapidly building an amazing sales team with strong customer relationships at its heart. We look forward to welcoming new customers who know Sarah and her team.

Leading our Finance Team is **Nina Carradice, Chartered Accountant**. With great manufacturing and distribution experience she has helped several businesses similar to Aquadart to thrive.

We're delighted that **Chris Kaye** will be joining us in September as our new **Manufacturing & Operations Director**. Chris is a highly skilled leader with specific technical knowledge in key manufacturing processes. Our manufactured shower trays and bathroom furniture are benchmark products and

we know Chris will enhance all aspects of this vital part of our business.

Finally, we want to highlight that Aquadart is being supported, as a consultant, by **Phil Wildbur** from **Turnaround Solutions Ltd**. It might not be normal to flag an advisor working for a business, but Phil has vast experience in helping businesses coming out of difficult circumstances to stability and profitable growth. We're lucky to have him helping us, he's making a real difference. We thought you should know!



Sarah Robinson



Nina Carradice

STOCK INVESTMENT

We know that the availability of our products through the old Cavalier Marketing company had become very poor in its last few months of operation. In simple terms if we haven't got the stock then customers can't buy. Our number one objective as a new business in March this year was to immediately act to rebuild our **stock levels**. Aquadart has now invested more in stock than our predecessors were able to do since Covid times. We're grateful for the support and co-operation of our supplier base who have stuck with us and made large quantities of

products to re-build our availability. All of our key **Aquadart** and **Niagara** branded ranges are well stocked and available, with regular container deliveries on the water & scheduled to maintain this position.



NEW SALES TEAM

Alongside **Sarah Robinson** joining us as **Sales Director**, we're delighted to let you know that we've strengthened our sales team across the country with great new people, who are enthusiastic to meet our customers and introduce new bathroom businesses to our leading product ranges.

DAN LAWRENCE 07734 377342

Regional Sales Manager South

Dan joins us from Aqualisa and will be managing customers in the South East of England as well as leading a wider team. Dan has great passion for what he does and we're excited to see him joining us.

DAVE SHAW 07931 851563

Regional Sales Manager North

Dave is a successful entrepreneur with a great knowledge of the bathroom industry. Dave will work with customers in the North West of England as well as leading his team across Scotland and the North of England.

JIM RICHARDSON TBC

National Account Manager

Jim has intimate knowledge of National Retailers & Distributors and we know he'll make a big impact.

PATTY TAYLOR 07375 085748

Area Sales Manager South West

Patty is a graduate engineer and QC expert as well as being a super salesperson. We're delighted to have her insights, positivity and creativity on our side.

ANDY BARRIE (Snr) TBC

Andy is a bathroom industry lifer with fantastic contacts. Most recently he's worked for Ideal Bathrooms but has owned & run a hairdressing salon. A short back & sides whilst I take your order Sir?



Dan Lawrence



Dave Shaw

NEW PRODUCT COMING SOON... SLATE SHOWER TRAYS

We know our product offer should never stand still, so we're pleased to let you know that we'll soon be making **slate effect shower trays** at our factory in Keighley.

These premium trays have great benefits including a non-slip finish for greater safety. Full details to follow soon.



FOCUS ON FURNITURE

Our high quality range of bathroom furniture is all **UK made** and available with short lead times. Make the most of our Summer Offer by placing a furniture order with us before the end of August and get **10% off** any item in our furniture range.

Just quote **SUMMER 10** when ordering.

elation®
BATHROOM FURNITURE

10% OFF
YOUR CURRENT BUYING PRICE
ON ALL ELATION FURNITURE

MINIMUM ORDER VALUE £500
TO ORDER EMAIL sales@aquadart.co.uk and quote reference **SUMMER 10** to qualify

For Terms & Conditions see our website www.aquadart.co.uk. All prices are Ex VAT. Offers ends 31/08/23