

National Tile Week returns for its second year, celebrating the best of British design and manufacture

Submitted by: The Lenny Agency

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National Tile Week (10-17 April 2017) is back for a second year running. Supported by British Ceramic Tile and Tile Giant, the week-long nationwide event will run celebrate the best of British design and manufacture, and is set to put tiles firmly on the map when it comes to interiors.

Designed to educate consumers on how to creatively use tiles in the home and drive sales across retailers in the run up to the Easter weekend, National Tile Week will examine the latest trends sweeping through interiors, bust some myths about the complexity of tiles and provide practical tips, making DIY projects easier than ever before.

Julia Kendell launches National Tile Week

Following on from the success of last year's event, National Tile Week 2017 will be launched by TV interior designer, Julia Kendell, best known for her work on DIY SOS and 60 Minute Makeover. No stranger to tiles and DIY projects, Julia will shine a light on tiles as a surface covering and explain how best to use tiles in the home.

"I'm a huge advocate of tiles as they are virtually indestructible and brilliantly practical in the home. Hygienic and easy to clean, they will take all the knocks that day-to-day life can throw at them, making them a superior surface material," explains Julia. "National Tile Week is a great opportunity to focus on and celebrate tiles in all their colourful glory! It's a great way to inspire creativity and illustrate the many ways they can be used around the home to create beautiful and unique interiors."

Nationwide events

The celebrations will kick off at a pop up event in Covent Garden on Monday 10 April. Consumers and the media are invited to visit the National Tile Week shop to discover more about how British design and manufacture are leading the way when it comes to interiors, and how best to use tiles across walls and floors to transform something ordinary into extraordinary.

Visitors will receive advice and guidance, and will be inspired by a range of upcycling projects, which will see distressed furniture reinvented and brought back to life through tiles. Julia Kendell will be available throughout the afternoon for a Q&A, with British-themed goody bags given away during the course of the day. Plus, don't miss out on a very British photo opportunity, details to be revealed on the day.

Further events are scheduled throughout the week at British Ceramic Tile's London Hub in Clerkenwell on Wednesday 12 April and Ted Baker's Floral Street store on Thursday 13 April.

Promotions and activity in store

The event will be supported nationwide with retailers offering a range of exclusive promotions and deals throughout the week. Advice and guidance from tile and DIY expert Julia will be provided in store to support retailers in driving sales during this key trading period, which sees homeowners embark on their

biggest DIY projects of the year. For details of which stores are participating, please visit www.nationaltileweek.com

National competition

National Tile Week is also giving one lucky family the chance to win a very British trip to London, including accommodation and tickets to a featured exhibition at the world-famous V&A museum of art and design.

British Ceramic Tile's marketing manager Jayne Adamson comments: "Britain is a powerhouse when it comes to design and manufacture; something for us all to celebrate. From fashion through to interiors, British design is leading the way, delivering jobs and economic growth for manufacturers and retailers. By supporting National Tile Week we hope to fly the flag for British manufacturers and encourage everyone to celebrate and explore the world of tiles.

"This country has a long established history of potteries and ceramics, delivering high quality, design-led products to the masses, so lets take a step back, support our retailers and feel confident in choosing and laying tiles when decorating our beloved homes."

-Ends-

Notes to editors:

British Ceramic Tile is the UK's leading ceramic and glass tile manufacturer. With three locations nationwide in London, Devon and Yorkshire, the company offers a design-led, market-leading portfolio of wall and floor tiles, supplying directly to national and independent tile retailers, housebuilders and specifiers, as well as exporting overseas.

If you would like to attend, please RSVP to:

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