

Best branding and positioning

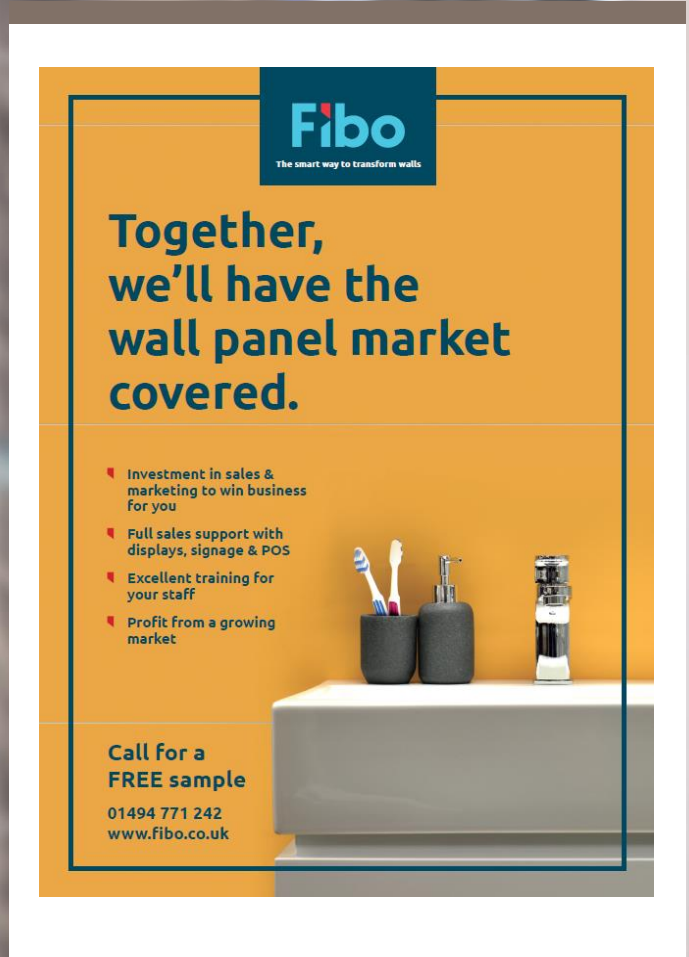


Easy Bathrooms impressed with Fibo 'high-end' wall panels

Easy Bathrooms is so impressed with Fibo's high quality bathroom wall panels that the company has added them to 18 of its showrooms. The bathroom retailer aims to have Fibo in 25 of its outlets by the end of the year. Head of Retail, Neil Bell, says Fibo's products are helping the business take advantage of a growing demand for high performance panels. He comments: "We decided to add Fibo panels to our show areas because they are unique, easy to fit and look like traditional tiles. Everyone thinks of caravans when you mention wall panels, but Fibo is opening up a new market with a high-end solution. "Fibo's patented Aqualock tongue and groove system means you don't see the join of the panels for a seamless finish," continues Neil. "And a routed grout line on the panel gives you an authentic tile effect. A big benefit is that you don't need to make good the walls before installing panels, which saves a lot of time, money and mess! The panels are also low maintenance with just a simple wipe to keep them clean and looking good."



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