

National footprint ensures Tile Africa's success

The **Contracts Division of Tile Africa** has expanded its client base from a mere twenty national corporate customers in 2006 to currently servicing over 110 customers.

"The success of our division can be attributed to implementing and applying various processes and principles to ensure service delivery to clients, a dedicated team of professionals and a national distribution of products and services," says Craig Irvine, national contracts manager for Tile Africa.

Today, the division services corporate customers such as Mr Price, Ackermans, Pick 'n Pay, Famous Brands, the JD Group, Nandos, Beares, Ellerines and Furniture City to name but a few.

Highlights over the past three years include supplying tiles to over twenty stores in Maponya Mall in 2007, securing Mr Price in 2007, tiles for Greenstone Shopping Centre and Tsakane Mall in 2008 and securing the Famous Brands stable this year. Ongoing projects include Liberty Life, Momentum and various large national corporates.

With a national network of representation through the nearly forty Tile Africa retail branches and the backing of sister companies Johnson Tiles and TAL Adhesives, the division is able to supply specialist products for industrial and commercial applications. In addition, Tile Africa Contracts provides on-site technical advice as well as an aftercare service and its methods of installation and the materials supplied are in line with local and international standards.

"We find that customers are looking for convenience and simplicity in dealing with one supplier for all their tiling and bathroom ware needs, from cladding and flooring to wall tiles and decorative finishes," says Irvine.

The division has seen trends come and go over the years and had to keep at the forefront of these. Currently, a popular product trend is the eco look with natural finishes and stone textures. In contrast to this, the division also needs to specify for the clean minimalist look that is uncluttered, with sharp edges and straight lines.

"We are focusing on growing our supply and fit offering into shopping malls and other major commercial projects and will continue to target the corporate and commercial market with our superior and consistent service offering through our national footprint," says Irvine.



Craig Irvine
National contracts manager for Tile Africa

For more information about

Tile Africa's Contract Division

call 011 970 2124 or visit www.tileafrica.co.za