

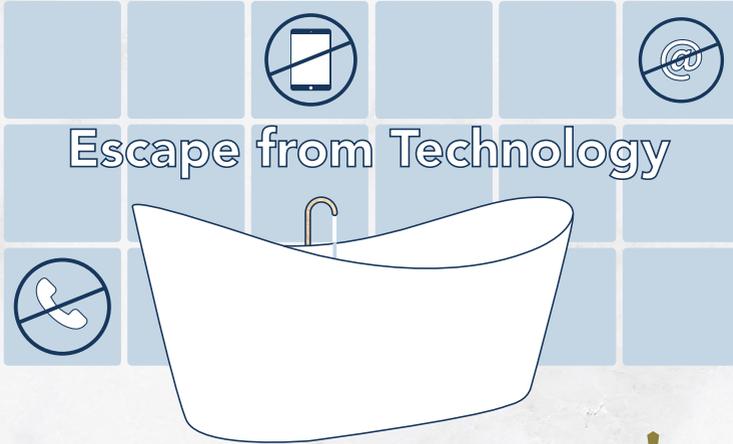


TROJAN *trends*





No technology thanks!



34% of those aged 55+ are not interested in technology in their bathrooms. For them, simpler bathrooms would have the strongest appeal as they feel that the bathroom is a place to escape from technology, rather than build in more.



At this point in time, we have made a conscious decision to keep all Trojan baths simple, without any inbuilt technology, retaining our focus on a quality product at a consistent price.

A bathroom is a complex purchase

A bathroom is a complex purchase where customers will continue to want reassurance and expertise from their retailer and manufacturer, and it is this that means that showrooms will remain a vital pillar in the shopping process for the foreseeable future.

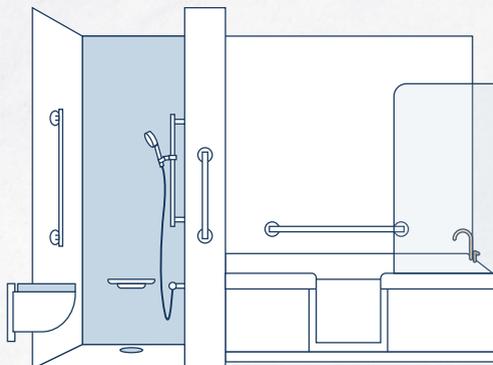


Trojan offers a 25 year guarantee for almost all baths and a 10 year guarantee for all shower trays. We welcome dialogue with retailers and consumers alike, as we are always available to answer all questions, priding ourselves on our customer service levels.





Households spend to enhance enjoyment of their homes



There are many factors that encourage spending on the home, such as the changing nature of households, including family formation, young adults living with their parents for longer or elderly relatives being cared for in the family home. This encourages households to reconfigure their homes to create separate zones for different generations or to extend.



With the rise of multi-generational living, combined with an ageing population who continue to live in their own homes, Trojan have expanded the Bathe Easy range of products to include more easy access baths as well as brassware and accessories such as anti-scald shower mixers and taps.

Range and quality must compete with special offers to attract shoppers

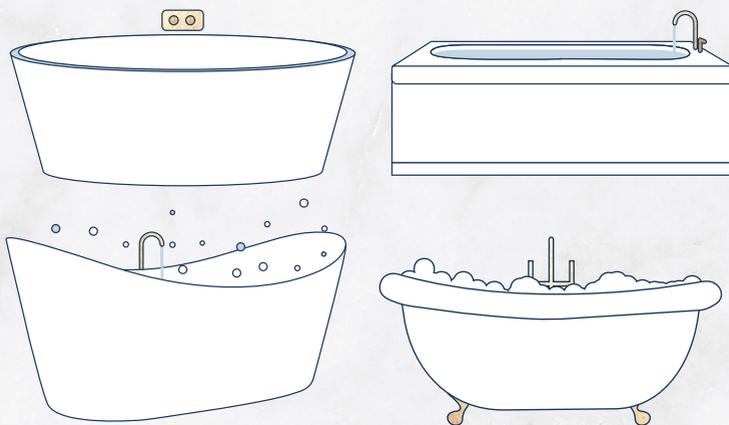
The internet has made it simple to shop around on price and even when in the store, most shoppers have smartphones with them and can check alternative suppliers and their deals.



Given that consumers naturally research products online before purchasing, we have ensured the Trojan Baths website is both easy to navigate and view all products but is also the most aesthetically pleasing for the consumer too.



Additional Bathrooms & Cloakrooms



A significant amount of additional bathrooms/cloakrooms are being fitted for practical reasons such as mobility issues, or to accommodate a large or extended family. The average budget for the bathroom or cloakroom (including fixtures, fittings and installation cost) is £4366.



Trojan has a wide range of bathroom brands to cater for all consumers at accessible price points. Bathe Easy is designed especially for those who are less able. Ramsden & Mosley is our premium offering that has a range of matt and gloss freestanding solid surface baths. Aquair is our whirlpool/airspa offering that can be added to almost all Trojan Baths. Within the Trojan range are ultra slim shower trays, shower screens, bath panels and EPS tiling solutions. We have ensured we have expanded into all of those areas that our expertise and knowledge allows, to offer a truly long lasting product.

Contact Us

Get in touch today to request your Trojan Collections brochure, call 01484 648181 or email sales@trojan-plastics.co.uk or instantly download the brochure at www.trojan-baths.co.uk



Facts and figures from the following sources:

*Mintel, Bathrooms And Bathroom Accessories UK, August 2018

**Trend Monitor, Six Things You Didn't Know People Did In Their Bathrooms, Jan 2019

***Trend Monitor Bathroom Purchasing Trends 2018