



## TILE & CARPET CENTRE

### THE MARKET

Tile & Carpet Centre is one of Kenya's premier building and interior product companies providing interior designers, architects, developers and home owners the widest choice in a variety of finishes for a perfect design scheme.

Showcasing inspirational product design for corporate and professional and private clients, Tile & Carpet Centre's design driven ethos highlights current trends and covers the A, B, C1 and C2 market – across the spectrum catering for price conscious yet design aware clients as well as those seeking something exceptionally exclusive.

Sales are almost evenly divided between top and bottom socio-economic sectors, but purchases depend on individual tastes and requirements.

The Products that Tile & Carpet Centre currently manufacture include roto moulded water storage tanks amongst other plastic products through their manufacturing arm, Toptank. They capture 40 percent of the market share; an outstanding achievement in the two years since inception.

A growing middle market in Kenya has added a new dimension to retail trends and the calibre of clientele. It has led to an increased demand for avant-garde yet affordable products to the trend conscious individual. Tile & Carpet Centre meets consumer needs by:

- Introducing new products on a frequent basis
- Constant transformations of their impressive showrooms
- Offering eco-friendly products
- Innovating new concepts

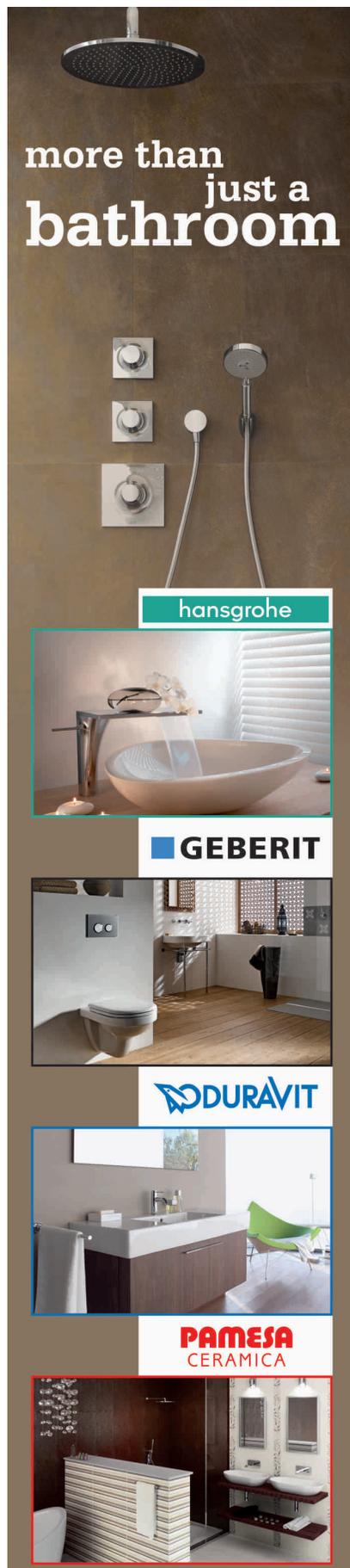
In capturing the growing market, the brand will be opening branches both nationally and regionally, increasing accessibility for customers. The Company believes that there is significant untapped potential within the industry which they will continue to exploit whilst maintaining its pioneering culture.

### ACHIEVEMENTS

Among the many achievements Tile & Carpet Centre has racked up over the years, the 2009 Tangshan Province Mayor's Export Award and the 2009/2010 Kenya Bureau of Standards Mark and Diamond Mark for the manufacturing of Toptank products are a great source of pride.

In 2008 Tile and Carpet won the Hansgrohe Silver Export Award; in 2006 it was given the Cooperativa Ceramica D'Imola most consistent importer award; and 2005 brought the KRA distinguished taxpayer's award.

In its quest for efficiency and to be recognized as an international organization, Tile & Carpet



Centre attained the ISO 9001:2008 certification in 2010.

As part of their culture Tile & Carpet Centre pride themselves in offering sustainable eco friendly products. They manufacture water tanks with anti-microbial properties for maximum hygiene and safety; first of their kind both in the industry and in Africa. The brand has also introduced water saving products such as Geberit cisterns complimented by Hansgrohe faucets.

### HISTORY

Tile & Carpet Centre was born in 1992 as an offshoot of various family businesses. It has now grown over the years to become market leaders in the East African region, offering a variety of quality products for the finishing industry.

A family business with the third generation currently involved in operations, Tile & Carpet Centre began trading in Lunga Lunga Road. The company currently trades from state of the art showrooms located at Parkside Towers on Mombasa Road, Nairobi and Mbaraki Road, Mombasa.

The brand was named before the introduction of its broader offering of goods and services, when its range predominantly comprised tiles and carpets. With stringent licensing regulations and initial challenges to import products, the market was not as sophisticated as it is today and Tile & Carpet Centre overcame the challenges and educated the market.

The brand has seen tremendous growth in the past ten years. This has been achieved by:

- Introducing new products and lines on an annual basis;
- Providing excellent value for money; and
- Ensuring its customer service is faultless.

### THE PRODUCT

This is a brand that turns houses into homes by offering superior aesthetics, which are contemporary yet classic, ensuring longevity of design and unmatched durability.

Tile & Carpet Centre creates an ambience in its showrooms to give clients a good feel of what they can experience with the products, updating their look and feel regularly with changes in trends.

Display panels are imported from Europe to enhance Tile & Carpet Centre's world-class showrooms and live demos of products such as showers give customers a true product experience. Cross marketing reminds customers of related products they may require, such as adhesive or grout if buying tiles.

Tile & Carpet Centre offers all finishing



more than  
just a  
home

carpets



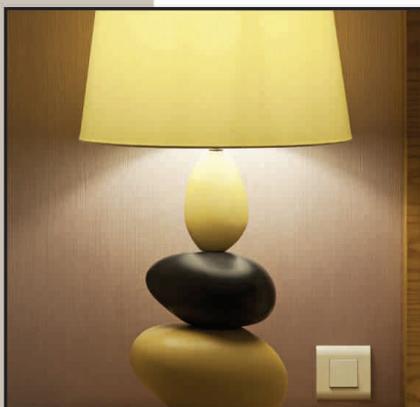
furniture



fabric



light fittings



products required for the construction, building and interiors industry, including:

- Ceramic and porcelain tiles
- Mosaic tiles, glass blocks and PVC tiles
- Adhesive, grout and tiling accessories
- Bathroom sanitary ware and furniture
- Brassware (taps & mixers)
- Kitchens and kitchen sinks
- Water heaters and plumbing fittings
- Acoustic ceilings
- Office, home and garden furniture
- Light fittings
- Art décor
- Architectural ironmongery
- Air conditioning
- Carpets
- Fabrics and furnishings
- Bed linen
- Wood and laminate flooring
- Water tanks, garbage bins, milk cans, flower buckets

Services provided are:

- Tile laying
- Carpet installation
- Wood flooring installation
- Ceiling installation
- Air conditioning installation
- Stitching on special order fabrics
- Interior designing
- Kitchen installation

#### RECENT DEVELOPMENTS

Tile & Carpet Centre recently began manufacturing water storage tanks under the brand of Toptank. Other products manufactured under this brand include garbage bins, flower buckets, milk cans, road barriers, traffic cones, road traffic triangles and conical silo tanks. A brand new manufacturing facility for Toptank products is underway and will be one of the largest manufacturing units in Sub-Saharan Africa.

With a belief that every space is unique and deserves endless choices to turn it into a masterpiece, Tile & Carpet Centre has introduced the Fabric Studio. The Studio offers versatile, exclusive, home and contract window and wall coverings sourced from leading global suppliers on a special order basis.

In the last few years, Tile & Carpet Centre has become agents for the various global brands such as Alno (Kitchens), Interface (Carpets), Hansgrohe (Faucets), Geberit (Sanitation Systems) and Duravit (Bathrooms).

#### PROMOTION

Marketing and advertising of the Tile & Carpet Centre brand, includes a media mix of newspapers, magazines, radio stations and billboards. Tile & Carpet Centre also sponsor professional events in its own industry and related industries such as the ICC Cricket Tournament held in Kenya.

Product launches, its website and word of mouth all combine to promote the Tile & Carpet Centre message and "The BIG annual Sale" - held for three weeks - is one of the biggest events in the Kenyan retail, industry and social calendar. Using the payoff line "Your Space, Our style", Kenyans identify Tile & Carpet Centre with quality and elegance.



#### BRAND VALUES

In bringing the best to market, Tile & Carpet Centre's brand values are:

- Integrity- Genuinely Ethical
- Responsibility: Do it, and Do it right
- Passion: Committed in heart and mind
- Excellence: What we do, we do best
- Harmony: Collaborate collectively & fairly
- Innovation: Creativity at its best

The company is committed to holding market leader status in the construction, building and interiors industry; building stakeholder value by delivering innovative customer solutions. Dealing only with renowned global brand names ensures Tile & Carpet Centre products are consistent and of high quality.

Complying with the requirements of the Quality Management System and continually improving its effectiveness satisfies the needs of our stakeholders and sees that quality control procedures are implemented from port of shipment through to sale.



#### THINGS YOU DIDN'T KNOW ABOUT TILE & CARPET

- Tile & Carpet Centre has a number of eco-friendly products; for example, using a Geberit dual flush cistern can save 10,000 litres of water per person a year
- The Big Annual Sale is one of the top three events on the Kenyan social calendar
- The brand initially started trading in tiles and carpets only, hence the name
- Tile & Carpet centre's new Toptank manufacturing facility will be one of the largest in sub Saharan Africa
- Tile & Carpet Centre employs 450 people
- The brand has over 12 000 products on offer