



Press release – 24<sup>th</sup> August 2011

## Tile Depot launches Tile Go in the UK

Tile Depot, the UK's largest independent tile, stone and wood retailer is thrilled to launch a brand new innovation to the UK market.



Designed by Irish entrepreneur and professional tiler, Cathal Leonard, Tile Go is a unique product which does away with the need for wooden battens, nails or screws, a level, a saw and a hammer or screwdriver as a base line for fixing the first row of tiles on a wall.

Cathal, who has years of worldwide experience as a tiler and marble mason, came up with the idea whilst tiling a bathroom in Wimbledon; he entered Irish Dragon's Den and delivered a successful pitch for his invention, which is already proving popular in Ireland.

Tile Go makes the art of wall tiling faster, easier, cheaper, more accurate and a lot safer and is now available at all 18 branches of Tile Depot across London and the South East. David Fitzgerald, operations director at Tile Depot, said: "We pride ourselves on leading the market, making brand new, innovative solutions available to both our trade and retail customers first and we're really thrilled to launch Tile Go. Juggling hammers, lengths of wood and levels while getting an accurate batten fix is not easy and there are often dangers hiding behind walls. With Tile Go, it's easy to be set up and ready to start tiling in a minute or two and there is no risk of bursting pipes or hitting electrical wires with nails or screws. We expect it will be popular with both trade and DIY customers."

Made up of a thin but sturdy self-adhesive strip with slide spirit level, Tile Go can be cut and is also ideal for tiling in awkward spaces behind pipes, radiators and sinks and over doors and windows. Each section can be used up to six times and once the tiles have set, Tile Go can be taken off the wall to fix cut sections of tile and reused.

Cathal Leonard is extremely proud of Tile Go and is pleased to have struck his first deal in the UK with Tile Depot. He said: "After Dragon's Den, my concept became a reality. Tile Go is cost-effective, innovative and time-saving; there is no other product like it on the market and sales in

Ireland are going well. I was looking for a specialist tile retailer to help me expand with a launch into the UK and I'm thrilled that the buyers at Tile Depot like Tile Go enough to immediately agree to take it into all of their stores, it's a real boost and the start of another exciting journey for Tile Go."

A perfect complement to Tile Depot's [massive range of wall and floor tiles in ceramic, porcelain and natural stone](#), Tile Go is a fitting addition to the selection of mosaics and splashbacks, laminate and real wood flooring, underfloor heating and [all tiling tools and accessories](#) available to take away from any Tile Depot store today.

The whole shopping experience is easy at Tile Depot with professional staff to offer expert advice, the retailers' useful 'Loan a Tile' and 'Buy Back Unused Tiles' services and in-store 'lifestyle' displays to help customers visualise their finished rooms, demonstrating what can be achieved by using combinations of tiles in different sizes and colours with [mosaics, borders, trims and decorative tiles](#) for various effects.

There are now 18 Tile Depot stores throughout London and the South East – in Aylesbury, Basingstoke, Bedford, Crawley, Cricklewood, Edgware, Enfield, Greenford, Hanwell, High Wycombe, Milton Keynes, Newbury, Slough, Tonbridge, Uxbridge, Watford, Wembley and Whetstone – all open seven days a week, from 8am till 6pm on weekdays.

To buy Tile Go and check out the latest tile ranges, pop into your nearest Tile Depot store. For general information or to find your nearest store, visit [www.thetiledepot.co.uk](http://www.thetiledepot.co.uk) or call 08000 740720.

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**Digital images are available from [bubblepr@mac.com](mailto:bubblepr@mac.com)**

**Note to Editors:**

Tile Depot is the UK's largest independent tile and stone retailer, with 17 stores across London and the South East and a massive range of ceramic, porcelain and natural stone wall and floor tiles, borders and mosaics, along with wooden flooring, under floor heating and all associated tools, after-care products and accessories, to take away today.

Trade and retail customers enjoy the very best value with Tile Depot's Price Promise, and shopping is easy with free parking, in-store lifestyle displays, the Loan-a-Tile service and helpful, knowledgeable staff. Tile Depot will even buy back unused tiles. In recognition as one of the most outstanding retailers of 2010, Tile Depot holds a '2010 Best Buy' award and a place in the Homes & Bargains' 2010 Roll of Honour – based on quality homeware, value for money and customer service.

Open seven days a week - till 6pm on weekdays. Stores are located in: Aylesbury, Basingstoke, Bedford, Crawley, Cricklewood, Edgware, Enfield, Greenford, Hanwell, High Wycombe, Milton Keynes, Slough, Tonbridge, Uxbridge, Watford, Wembley and Whetstone, and online at [www.thetiledepot.co.uk](http://www.thetiledepot.co.uk).

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