



Press release – 3rd June 2010

Tile Depot 'goes large' in Milton Keynes to celebrate revitalised store

The Milton Keynes branch of Tile Depot, the UK's largest independent tile and stone retailer, is delighted to celebrate a revitalised store this month with new signage, an improved store layout and a brand new marketing campaign, which puts Tile Depot on the only outdoor advertising display site in Central Milton Keynes – the giant Skywall at the ultimate entertainment destination - Xscape.



The Tile Depot store, at Grampian Gate, Winterhill, stocks a huge range of ceramic, porcelain and natural stone tiles along with wooden flooring, underfloor heating, adhesives, grouts, trims and all tools and tiling accessories. The store now has bigger, brighter signage and an improved, more customer-friendly layout to guide customers through its lifestyle displays, which make it easier to choose from the massive [selection of wall and floor tiles](#).

To celebrate the facelift, Tile Depot has launched a new marketing campaign with advertising in local newspapers, and over 50,000 homes in Milton Keynes will receive a leaflet with a voucher entitling them to half price tiles at the store until 11th July.



Tile Depot, the best value tile shop in Milton Keynes, has also joined both local and multinational brands including the NHS, Chamber of Commerce, Betterclean, Cartier, Crocs and Levi with an advertisement on [Xscape's](#) external LED Skywall – the giant 7m x 5m screen outside the centre – in a deal with ScreenMedia which also includes the 15 x 50" screens inside the centre, open 17 hours a day, seven days a week.

The 20 second Tile Depot advertisement runs twice an hour on each of the screens, all at different times so the seven million visitors to Xscape each year see most of the ads during their visit to the centre, which boasts the largest real snow slopes in Europe and the most used climbing walls in

the UK along with a cinema, indoor skydiving centre, bowling alley, gym, shops and boutiques, bars, nightclubs, restaurants and Xscape's newest free attraction, The Heart Experience.

The advertisement, which will be shown a staggering 3,808 times per week, is striking in Tile Depot's green, yellow and red with photography [showing bathroom tiles](#), kitchen tiles, living room tiles and wooden flooring, and highlighting Tile Depot's massive choice and Price Promise.



For help and advice on your tiling needs, pop into Tile Depot at Grampian Gate, Winterhill or call 01908 234210.

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Tile Depot, Grampian Gate, Winterhill, Milton Keynes, MK6 1BH

Tel: 01908 234210

www.thetiledepot.co.uk.

Note to Editors:

Tile Depot is the UK's largest independent tile and stone retailer, with 14 stores across London and the South East and a comprehensive range of ceramic, porcelain and natural stone tiles, borders and mosaics, along with wooden flooring, under floor heating and all associated tools, after care products and accessories, Bathrooms are also available in selected stores and will soon be available on the web site. Stores are located in: Aylesbury, Basingstoke, Bedford, Cricklewood, Edgware, Greenford, Hanwell, High Wycombe, Milton Keynes, Slough, Uxbridge, Watford, Wembley and Whetstone, and you can also purchase online at www.thetiledepot.co.uk.

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