



# GRANT WESTFIELD

## PRESS RELEASE

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### **UK based Grant Westfield Launches into US market with KBIS Premiere**

Grant Westfield, the company behind leading award-winning wall panel brands Multipanel and Naturepanel, is making its official debut in the US market. Backed with over 140 years in manufacturing experience, Grant Westfield is attending The Kitchen and Bath Industry show (KBIS) in Las Vegas from the 25th-27th February, where a team of delegates from Grant Westfield are set to introduce the industry leading panels to the American market.

Grant Westfield will be a part of the British Pavillion, hosted by the BMA (Bathroom Manufacturers Association), alongside other British brands including Thomas Crapper & Co, Ellsi & Top Fix, and Hidealoo – located on stand SL2105.

Showcasing their best-selling UK decors from Multipanel and Naturepanel, the stand will also feature a mini demonstration unit to showcase the panels unique Hydrolock installation system. Like ceramic tiles, Grant Westfield wall panels offer impressive water resistance, being 100% waterproof. However, they don't require grout, making them easier to clean and maintain and eradicating the risk of mould. Panels can be installed on various surfaces – wood, concrete or even over existing tiles, and are easily cut to size to fit any bathroom or interior space perfectly. Ready for use in just 24 hours, bathroom renovations can be completed up to 5x faster than traditional tiles, saving time and money. Finally, from a sustainability standpoint, Grant Westfield wall panels are a better choice as they have a 60% CO<sub>2</sub> reduction compared to tiles.

Speaking about the exciting opportunity Managing Director, John Mortimer commented "This is a great opportunity for Grant Westfield to foray into the American market. We know from our conversations with prospective distribution partners that there is a growing interest in America for wall panelling solutions and we are confident that our market leading proposition is well positioned for the American market. We are delighted to be part of the British Pavillion at the show and look forward to meeting key decision makers from across the bathroom and specification sectors."

For more information on the two brands, visit:

[www.multipanel.co.uk](http://www.multipanel.co.uk)

[www.naturepanel.co.uk](http://www.naturepanel.co.uk)

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### **Note to editors**

Grant Westfield has over 140 years of experience in interior building design, and is the home to Multipanel, the UK's best-selling brand of waterproof bathroom wall panels. From marbles and stones, to herringbone and metro tile effects, Multipanel allows for the creation of intricate and luxurious interiors.

Following the rise in demand for slat wall design, Grant Westfield has introduced, Naturepanel, providing the same authentic aesthetic as traditional wood panelling, without the maintenance. Being 100% waterproof, Naturepanel wall panels are ideal for bathrooms, shower cubicles, gyms and hotels.

All panels are easy to clean, quick to install and are equipped with a unique Hydrolock joint, as well as being Made in Britain (officially certified), Forest Stewardship Council certified, and a 30-year warranty. Whether it's a full bathroom renovation or a feature wall, our luxurious panels allow you to create a custom design for any room size and shape whilst saving time and money during the installation process.