



GRANT WESTFIELD

PRESS RELEASE

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Grant Westfield Appoints New Product and Marketing Director

Grant Westfield, the UK's manufacturer of leading wall panel brand Multipanel and sister brand, Naturepanel, has hired Elliott Fairlie as Product and Marketing Director.

Elliott joins the team with nearly 15 years' experience in the marketing and product development sector. With a background in fashion marketing and product management, Elliott has extended experience of the surfaces market within the KBB and specification sector, working both in product development, trend marketing, brand development and innovation.

With a growing offering across the UK and into Europe, the new hire by Grant Westfield will help the team keep their fingers on the pulse of key trends and innovation whilst continuing to deliver its quality panelling to both the KBB and specification industries.

John Mortimer, Managing Director at Grant Westfield says: "We're excited to have Elliott join the team. With our recent investment in new machinery and our service model, Elliott has joined at a key time for the company. His expertise will help us further develop and deliver our exciting new product programme."

Elliott Fairlie adds, regarding his appointment: “Having been involved in both the marketing and product development sides of interiors from my previous roles, this opportunity was just absolutely perfect.

“Grant Westfield is growing at an unprecedented rate, with marketing and sales working hand-in-hand to deliver this. I’m excited to continue the work that has already been done across both the KBB and specification sectors and further cement the Grant Westfield name with bathroom wall panels and how this can be expanded into other rooms.’

For more information on Grant Westfield visit <https://www.grantwestfield.co.uk>

For more information on the two brands, visit:

www.multipanel.co.uk

www.naturepanel.co.uk

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.