

## **Press release**

### **British Ceramic Tile announces its new global sales director**

Leading tile manufacturer, British Ceramic Tile, has named Neil Anderton as its new global sales director.

Formerly UK sales director, Neil will assume a strategic global sales role, driving forward the company's ambitious growth strategy domestically and overseas. The news comes following an internal restructure at British Ceramic Tile, which has seen the UK sales team and export department brought together to create one streamlined, international sales operation.

Drawing upon his extensive experience of the UK market, Neil will be responsible for increasing revenues across targeted key markets worldwide and spearheading the newly formed sales function to deliver profitable growth across all channels.

British Ceramic Tile's Chief Executive, Tony Taylor, said: "Neil has been instrumental in driving our UK sales and has developed a strong sales model over the last two years, generating real growth for the business. By promoting Neil into a global sales role, we can strategically utilize this model to increase sales in key export markets, while driving efficiencies throughout the business."

Neil added: "This is a fantastic opportunity for the business and for me personally. We have a great foundation for success that we can build upon quickly to drive sales across all channels from the UK specification market through to international sales in key target areas such as the USA and Middle East. I'm delighted to be working with such a strong sales team and taking up the new role with immediate effect."

**-ENDS-**

### **Notes to editors**

British Ceramic Tile is the UK's leading tile manufacturer and distributor. From its

world-class factory at Heathfield in Devon, the company produces a design-led, market-leading portfolio of wall and floor tiles, supplying to national and independent tile retailers, housebuilders and specifiers, as well as exporting overseas.

**For further information, please contact:**

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