

Tile Mountain is the UK's fastest growing tile retailer with both an ecommerce and traditional retail presence. The firm's unique proposition in offering totally free cut samples to prospective customers has seen the company enjoy substantial growth since its inception, culminating in relocation to its £10m purpose built 120,000 sq ft warehouse, showroom and office complex in Tunstall in 2017. Since 2018, The Tile Mountain Group has expanded rapidly with acquisition of Capitol Tiles Distribution, online retailer Tons of Tiles, and Walls & Floors Ltd, making the group one of the largest privately-owned tile retailers in Europe.

Due to the success of its flagship stores in Stoke and Greater Manchester, Tile Mountain is expanding its retail estate and embarking upon a roll out of nine further stores at key locations across the UK, the third of which opened last month in Birmingham city centre.

Mo Iqbal, Tile Mountain Chairman, said: "Tile Mountain has long been a supporter of the club and the relationship we've enjoyed prior to the firm becoming an official partner in 2018 and in the two years since has been hugely beneficial for both parties.

"Extending our sponsorship of the East Stand was not a difficult decision at all - we're big Stoke fans and are proud to be associated with a football club that sits at the heart of the community.

"The club is committed to rejuvenating the area be it through creating employment opportunities for local people, forging closer links with the community, or bringing pride to the city via success on the pitch. Tile Mountain shares a lot of these values, which is why the partnership is such a good fit".

Dean Quinn, Tile Mountain Brand Manager, said: "Our brand profile is continually growing thanks to a variety of initiatives including TV and radio campaigns and out of home advertising.

"Sponsorship of the East Stand at Stoke City has played a key part in increasing Tile Mountain's brand exposure both locally and nationally and the brand visibility offered by this partnership - particularly the exposure gained via television coverage of Stoke games - remains an integral part of our marketing strategy."

**Notes To Editors:**

Tile Mountain Ltd is the UK's fastest growing tile retailer. The firm was founded the company in 2013 by Mo Iqbal along with fellow former Topps Tiles directors Jeremy Harris and Nick Ounstead. The company has experienced significant growth since its inception in 2013 and its success resulted in Tile Mountain investing £10m in a purpose-built 120,000 sq ft warehouse, showroom and office complex, situated on a 10 acre site in Stoke on Trent, to which it relocated in April 2017. Since 2018, The Tile Mountain Group has expanded rapidly with acquisition of Capitol Tiles Distribution, online retailer Tons of Tiles, and Walls & Floors Ltd, making the group the one of the largest privately-owned tile retailers in Europe.

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