

## Tile Mountain Expands Sporting Sponsorships By Becoming Official Club Partner of Hull Kingston Rovers RFC

Hull Kingston Rovers are delighted to welcome Tile Mountain, as the first of two new national brands set to join our list of official Club partners.

Tile Mountain, the UK's fastest growing tile retailer, will become the club's principal away kit partner for 2021, a move that will see the online DIY retailer's branding adorn the front of the away shirt for the duration of the Super League season.

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 inception to quickly become one of the largest privately-owned tile retailers in Europe.

Due to the success of its flagship stores in Stoke on Trent, Greater Manchester, and Birmingham, Tile Mountain is expanding its retail estate and embarking upon a roll out of nine further stores at key locations across the UK.

Mo Iqbal, Tile Mountain Chairman, said; "We're delighted to become an official partner of Hull KR - Tile Mountain and the club share a lot of similarities in that we are both continually striving for success in our fields and are always looking to provide our customers or followers with a best in class experience.

"Hull KR, much like Tile Mountain, has a history of innovation and community engagement and it's these similarities that makes the club such a good fit with our brand."

Dean Quinn, Tile Mountain Brand Manager, said: "This partnership forms part of the second phase of our sporting sponsorship activity following the success of our ongoing brand partnerships with Stoke City FC of the EFL Championship, and past sponsorship of European Tour golfers including Tyrell Hatton and Jigger Thomson.

"This association with Hull KR represents another important part of our marketing strategy and the increased brand visibility offered by the sponsorship - specifically the exposure gained via television coverage of Super League matches - is one of the factors that drew Tile Mountain to the opportunity."

Paul Lakin, Hull Kingston Rovers Chief Executive is looking forward to using the club's national exposure across Sky Sports and its digital channels, to help Tile Mountain grow its brand footprint.

"We are delighted that Tile Mountain who are such an innovative company and have recently been recognised by the Sunday Times as one of the fastest growing firms in the UK, will be our away shirt main sponsor for this season.

"This sponsorship will help play a part in achieving Tile Mountain's 2021 business objectives and we look forward to helping further increase the company's brand profile and attracting new customers to [TileMountain.co.uk](http://TileMountain.co.uk)."

**Notes To Editors:**

Tile Mountain Ltd is the UK's fastest growing tile retailer. The firm was founded 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 has 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 Coventry based Capitol Tiles Distribution, online retailer Tons of Tiles, and Walls and Floors Ltd, making it the group the fastest-growing privately-owned tile retailer in Europe.

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