

Tile Mountain Becomes Official Sponsor of Shaun Murphy for Betfred World Snooker Championship 2021

Tile Mountain has become an official partner of 2005 World Champion and Triple Crown winner, Shaun Murphy. The sponsorship will see the online DIY retailer's branding adorn the player's apparel during every match he plays during the Betfred World Snooker Championship 2021 tournament.

Tile Mountain is the UK's fastest growing tile retailer with both an ecommerce and traditional retail presence. 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 big snooker fans here at Tile Mountain and we jumped at the chance to partner with Shaun for what is the most prestigious tournament in the sport.

"He's a big character and an excellent sportsman and he also shares a lot of the qualities that we have as a business - drive, tenacity and efficiency with a dash of style.

"Shaun is such a good fit with our brand and we hope that he adds a second world title to his name this year!"

Dean Quinn, Tile Mountain Brand Manager, said: "Sporting sponsorships continue to form a significant part of our marketing activity following the success of our ongoing brand partnerships with Stoke City FC of the EFL Championship, recent link up with Hull KR RFC of the Betfred Super League, and past sponsorship of European Tour golfers including Tyrell Hatton and Jigger Thomson.

"Partnering with one of the most recognisable players in world snooker during the most watched tournament provides Tile Mountain with increased levels of brand exposure to a vast, engaged audience that largely fit into our target demographic.

"As we look to increase our brand footprint across the UK with further store roll-outs, the brand visibility on a national level offered by the television coverage of the tournament was one of the key factors that drew Tile Mountain to the opportunity."

Shaun Murphy said: "I am delighted to be associated with a brand that shares the same values as I do. Both Tile Mountain and myself are always striving to be the best that we can be and to be partnered with them at the best tournament on the world snooker tour schedule is testament to that."

Notes To Editors:

Tile Mountain is the UK's largest online 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, being awarded a place in *The Sunday Times Fast Track Ones To Watch 10* in 2018 and ranking 53rd in *The Sunday Times Virgin Atlantic Fast Track 100* in 2020, cementing the innovative market disruptor's place as one of the top one hundred privately owned UK companies in terms of sales growth. The Tile Mountain Group continues to expand thanks to a sustained period of investment in personnel, proprietary technologies, marketing collateral and acquisition of additional brands and businesses within the DIY and home improvement sector.

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