



The UK's leading bathroom wall panels

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Multipanel announces commercial partnership with Wickes

Multipanel, the UK's leading manufacturer of bathroom wall panels, has announced its partnership with Wickes, which will see the company's products sold both online and in Wickes stores across their Tile, Linda Barker and Pure Collections.

With over 230 Wickes stores across the UK, the new partnership represents a major milestone in Multipanel's history. The company will spend time with design consultants in each store to educate them on the leading bathroom wall panels, along with the associated benefits of being cost-effective, easy to maintain, sustainable and design-led.

To support the new partnership, Multipanel will work with Wickes on bespoke marketing materials as well as a direct-to-consumer delivery service on a nominated day in line with installation timeframes.

To celebrate the launch, Multipanel will be showcasing its products at the Wickes internal exhibition (28th November). The event will provide Multipanel with the chance to showcase its products, including the recently launched Herringbone and Metro versions of the etched tile effect collection, as well as provide training and demonstrations of the installation process.

Michael Dobson, Sales Director at Multipanel, says: "The new partnership with Wickes tops off a fantastic year for Multipanel. They are one of the largest home improvement retailers in the UK and we're excited to bring something new to the fantastic portfolio their designers already specify.

We've enjoyed working with the team at Wickes and combining our omni-channel expertise of the customer journey for bathroom wall panelling with their successful and established online and in-store 'do it for me' models."

Liam McMahon, Category Manager at Wickes, adds: "We've seen an increase in customers choosing wall panels over other surface options. Multipanel is at the forefront of both design and sustainability, which is of growing importance to our customers. Bathroom panelling is an excellent alternative to tiling which is notably more cost effective in decorating a bathroom but also carries all the durability of a tile and less maintenance.

"We expect Multipanel's products to be popular with both our designers and customers and we're looking forward to how the partnership progresses over the coming months."

For more information on Multipanel, please visit [Multipanel.co.uk](https://www.multipanel.co.uk).

Note to editors

Manufactured in Edinburgh, [Multipanel](#) is the UK's best-selling bathroom wall panel, and a sustainable and modern alternative to bathroom tiling.

The fast, grout-free installation of Multipanel wall panels makes them a modern alternative to tiles and a favourite with homeowners, bathroom installers, and specifiers in the housing sector

Over 8,000 Multipanel wall panels are manufactured each week at the company's factory in Edinburgh, which are distributed throughout the UK and Northern Europe through merchants, bathroom showrooms and leading online retailers.

Multipanel's new Tile Collection is the only tile-effect wall panel collection in the UK to hold both Made In Britain and FSC® (Forest Stewardship Council FSC 128180) certification. Its [bathroom wall panels](#), which come with a 30-year warranty, have a unique tongue and groove installation system, [Hydrolock](#) which allows profile-free installation.

To find out more about Multipanel please head to: <https://www.Multipanel.co.uk>

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