

BRITISH CERAMIC TILE SALE COMPLETES

Hilco Streambank was instructed by Anthony Wright, Alistair Massey and Andrew Sheridan of FRP Advisory LLP, the Joint Administrators of British Ceramic Tile Limited (in Administration) to seek interested parties with regard to the sale of the intellectual property assets of British Ceramic Tile, which included the professionally developed website, historic brand and attractive designs.

British Ceramic Tile was the UK largest manufacturer of ceramic wall and floor tiles with a portfolio that included high quality ceramic, porcelain, natural stone and glass tiles. The Company made sales through UK distributors, directly to retailers and online via the British Ceramic Tile e-commerce platform.

The Company was established for over 20 years with heritage dating back to the 1870s. British Ceramic Tile had a stellar reputation for quality products and long-standing relationships with key customers. Assets available for sale included the British Ceramic Tile brand, registered trademarks, domain names, website in which £200k had been invested, social media assets and extensive product design files.

We conducted a comprehensive sales and marketing process, reaching out to potential buyers in our bespoke database with a marketing teaser. We liaised with all stakeholders to package and transfer assets.



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We successfully completed a deal with Al Murad, Britain's largest independent tile and natural stone distributor and retailer which operates over 70 stores in the UK, following several offers being received for the intellectual property assets of British Ceramic Tile.

"British Ceramic Tile is recognised as a leading ceramic wall and floor tiles brand globally, known for innovative British design-led products. We were determined to keep the brand in Britain. Following this acquisition, we are stronger positioned to provide not only our existing customers but now also ex-BCT customers with a wide range of creative, unique and high quality tiles which are sourced globally at very competitive prices."

Asif Badat, Al Murad's Operations Manager