



Case Study: AR Cartwright Homes

When regional housebuilder AR Cartwright Homes was looking for a fresh new look for the brassware at its Zu development in Warwickshire, Bristan offered them early access to the new Frenzy range, which was the perfect combination of design, quality and performance the buyers were searching for.

Background

AR Cartwright Homes is a family-owned business based in Nuneaton, which has been developing properties in the Warwickshire and Leicestershire area for 50 years. The ethos of the housebuilder is on quality rather than quantity, creating individual homes of the highest quality and valuing careful specification and attention to detail – not simply building many homes that look the same.

Solution Providers

So, when it came to the bathroom spec for the Zu development in Nuneaton, they were keen to see what fresh ideas Bristan could offer, having been very happy with their products in the past.

Wayne Best, Quantity Surveyor at AR Cartwright Homes, commented:

'We had used Bristan's Cobalt brassware on other developments and were really happy with the quality and performance of the taps. We wanted something a bit different for the 29-home Zu development and approached Bristan to see what they could offer.'

'Bristan showed us a preview of the new Frenzy range, which was a few months away from being launched. We loved the design at first sight – it was really on trend, with a curvy industrial design and a high quality chrome finish. The Frenzy style also complemented the silhouette of our sanitaryware for a seamless interior design. It was exactly what we were looking for.'

Peace of Mind

The mixer taps specified come with Bristan's thermostatic mixing valves (TMVs) as standard for improved control of water temperature and flow, and added safety.

Wayne continued: 'The Bristan products we have used in the past have all been particularly robust so for us it added peace of mind that they aren't going to cause problems down the line for our customers. The Bristan name is like a rubber stamp of approval to tell our buyers that they are buying a home of good quality and it has been built to last. By aligning our brand with Bristan's, I believe we are setting ourselves apart from our competitors.'

Timeless Classics

'We had not previously used Bristan showers, but I'm pleased we've added them to the spec. As well as ensuring the bathroom, cloakroom and en suite areas all match from a design perspective.'

Debbie Phillips, head of Domestic Specification at Bristan said: 'Customer service is a big part of the Bristan offering and something our customers comment on most. Going the extra mile to ensure the show home products arrived on time for AR Cartwright Homes was just business as usual for our team, who will always go out of their way to show customers

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