

# New showroom to have you singing in the shower



Economic recovery is measured in many ways but Ronnie Scott thinks that doing up your property is one of those, and he is particularly interested in the attention now being given to the smallest room in the house.

Ronnie Scott, founder of Boscolo Bathrooms, has opened a new showroom in Stockbridge to meet with demand and to extend the reach of his growing business.

The £75,000 investment has also created two new jobs, with another two on offer and Mr Scott's ambition is to double business revenue.



Boscolo Bathrooms new showroom in Stockbridge, Edinburgh, and owner, Ronnie Scott.

He said: "When I started Boscolo in 2008 we were only months old when we found ourselves in the worst recession in history. Even among people who were not suffering financially, there was a reluctance to be seen spending money on home improvements that might have been considered as 'showy'.

"Those were extremely tough times and we fought hard to come through it by delivering outstanding service and attention to detail no matter how tight the margins were.

"It's satisfying that we are seeing that dedication paying off and we are now in a very good place. People have the money and the confidence to invest on home improvements. Fortunately for us new bathrooms are often at the top of their priority list."



Expansion is the next chapter in the business success story with Boscolo Bathrooms original Causewayside showroom firmly established with discerning home owners in Edinburgh's Southside. The company's growth has been organic while it has retained most of the original staff from 2008.

Mr Scott added: "Clients generally prefer to work with companies based locally, so our existing base has served us brilliantly in that part of town. The vast majority of our business is in Morningside, The Grange, Braids, Blackford and the postcodes EH9, EH10 and EH11.

"However, there is almost an invisible partition in the city and we'd like to establish more of a foothold to the north of Princes Street. With our new showroom open we are already seeing interest from the New Town, Stockbridge, Inverleith, Barnton, Ravelston, Murrayfield and Trinity."

An added benefit is that the new showroom in North West Circus Place is on the same street as two interior designer businesses – Jeffreys Interiors and Ian Smith Design – while Farrow & Ball's Edinburgh showroom is also a neighbour.

Mr Scott believes that will make the street a must-visit for selective home owners looking for inspiration on property improvements. Those are also the type of clients looking for high-quality bathrooms from the most respected manufacturers, including Villeroy & Boch, Dornbracht, Keuco and Mastella, all of which are supplied and fitted by Boscolo.

The business offers home owners a fully rounded service, which starts with a detailed property survey, before clients then go through a 3D design and review process. Boscolo's 10-strong team then take care of the meticulous fit out and finishing.

Another reassurance for Boscolo customers is that they are provided with a detailed account of everything that will be

involved in their bathroom project, with every item costed and a clear timeline laid out.



Mr Scott added: “Our clients never have to deal with anybody other than us. They don’t have to worry about dealing with a supplier, or a separate fitter. If there are any issues at all it is Boscolo Bathrooms – and very often me – who they will be dealing with.

“That is hugely reassuring for people who may have had bad experiences elsewhere when they are passed around between supplier, fitter and manufacturer trying to resolve an issue. What any customer really wants is a single point of contact and we provide that.”

The experienced team supply and fit up to 75 bathrooms per year earning the vast majority of referrals by word of mouth from satisfied customers.

Mr Scott said: “We don’t discuss figures because our clients are the type of people who want to know they can be absolutely assured of our discretion at all times.”

The experienced plumber, who completed his apprenticeship in the 1980s with the NHS added: “I didn’t realise it at the time but that work with the NHS instilled in me the qualities I have built this business on – attention to detail, good manners and respect.

“Those are vital qualities when you are dealing with our clients, who tend to be high net worth and fastidious individuals who demand very high levels of service and quality.”

Boscolo’s new showroom is at 17 North West Circus Place and is online at [www.boscolobathrooms.co.uk/](http://www.boscolobathrooms.co.uk/)