



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
MANUFACTURERS OF BATHROOM
& WASHROOM FITTINGS
TWYFORD BATHROOMS
STOKE-ON-TRENT

Twyford

bathrooms

Milestones in the history of Twyford

MILESTONES IN THE HISTORY OF TWYFORD BATHROOMS

1680 JOSHUA TWYFORD - born 1640 - died 1729 (89) was the first Twyford to make commercial pottery near Shelton Old Hall, Hanley, Stoke-on-Trent. Specimens of his work can be seen at the Potteries Museum in Hanley, Stoke-on-Trent, including a salt glazed stoneware teapot inscribed '**Sarah Twyford**'.

1729 JOSHUA TWYFORD died. The precise date production ceased at Twyford's original factory is not known, but the Twyford family continued potting in the district with a possible a lapse of a generation.



1827 THOMAS TWYFORD was born.

1849 THOMAS TWYFORD established two factories where washbasins and closet pans of an elementary nature were made. The first was his Bath Street Works in Hanley, Stoke-on-Trent. The factory still exists but the street has been renamed Garth Street. The second was his Abbey Works in Bucknall, Stoke-on-

Trent. Twyford commenced exporting to America, Russia, Australia, France, Germany, Spain and many other countries.

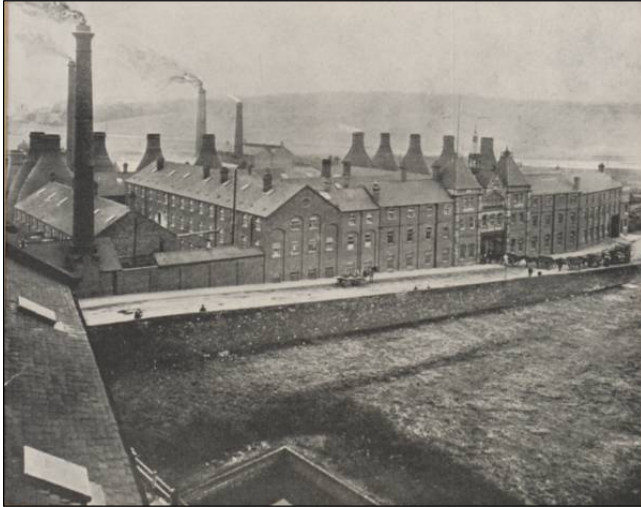
1849, 23rd September – THOMAS WILLIAM TWYFORD was born. He was born in Hanover Street, Hanley, Stoke-on-Trent.

1870 The "Annus Mirabilis" of the water closet. 1870 was the start of thirty years of massive growth of the Twyford company and a flood of sanitary invention.

1872 THOMAS TWYFORD died. Thomas William, at the age of just 23, took over the running of the blossoming company.

1883 THOMAS WILLIAM TWYFORD introduced the first all-ceramic, free-standing, one-piece, washout, pedestal closet. The UNITAS. This incorporated the WC pan with an integral trap as one piece of pottery without the need for a surrounding wooden cabinet. The UNITAS was exported throughout the world and the name itself is used to this day in the Russian language to mean toilet.





1887 Twyford's Cliff Vale factory was built as a "model" factory. The new factory's toilet facilities and systems of ventilation were treated by Government Inspectors of Factories as a pattern for the whole of Staffordshire. Every workman had his own opening window.

1889 The first washbasins with combined overflows introduced by Twyford.

1890 Twyford brought a group of Scotsmen with their families to Stoke-on-Trent and established a factory at Cliffe Vale to manufacture fireclay.

1896 Twyford formed into a Private Limited Company.

1901 Twyford built a factory in Ratingen, Germany, but vacated it in 1914 during the First World War. It was not reoccupied by Twyford but the Keramag company was established and produces sanitaryware at the factory to this day. Keramag is a member of the Sanitec Group.

1911 A new Twyford fireclay factory was built at Cliffe Vale, Stoke-on-Trent, opposite the Head Offices.

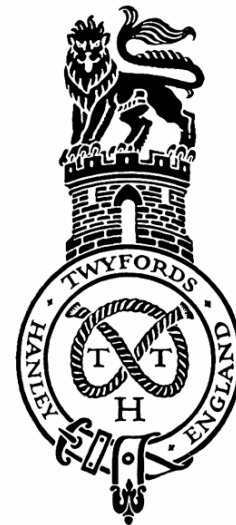
1912 Twyford's "Etruria Works" was constructed from large buildings previously used as winter quarters by Barnum and Bailey's circus.

1919 Twyford became a Public Limited Company.

1921 THOMAS WILLIAM TWYFORD died. He was recognised as a leading pioneer in the application of principles of hygiene to sanitary appliances. He became known as "**The Father of British Bathrooms.**"

1929 A new, silent, black and white movie film showing the sanitaryware processes was commissioned as a marketing tool by the new Twyford management.

1945 Reconstruction of Etruria Works started and the first tunnel kilns installed.



1953 The Cliffe Vale Fireclay factory was reconstructed (it suffered bomb damage during the second world war.)

1956 Construction at Alsager, Cheshire, of a vitreous china factory was started on a 52 acre site. The first stage was completed in 1958.

1960 Twyford commenced manufacture of vitreous china in India, with Hindustan Sanitaryware & Industries Limited.

1962 Twyford established a factory in Port Elizabeth, South Africa.

1970 Twyford commenced manufacture of vitreous china in a new factory located in Melbourne, Australia.

1970 Twyford widened its range of fittings by manufacturing its own brand of luxury tap fittings - AZTEC - in gold or chrome finish.

1971 Twyford acquired by Reed International Limited. The Reed Building Products Division was formed, with Key Terrain, the makers of plastic plumbing systems and Twyford.



1975 Walker Crossweller (MIRA showers) of Cheltenham, the leading manufacturers of shower fittings, joined Reed Building Products.

1976 A £5 million expansion scheme for the Alsager vitreous china factory completed.

1984 A further extension of Alsager factory completed by the acquisition of an additional 7 acre site with a 70,000 sq. ft. warehouse.

1985 October Twyford acquired by Caradon Limited who purchased the whole of the U.K. operations of Reed Building Products.

1986 The company name became Caradon Twyfords, a member of the Caradon Group of companies.

1986 Twyford Living Bathrooms retailing concept launched

1987 Caradon becomes a Public Limited Company.

1988 Sept Twyford Collexion mail order bathroom accessories launched.

1989 Caradon invest £10 million in improved manufacturing and design facilities at Alsager, Stoke and Cardiff.

1989 Caradon Group was purchased by MB Group which already included

Stelrad Radiators, Ideal Boilers and Doulton Bathrooms. Twyford merges with Doulton Bathrooms – new sales office set up in 1990

1991 Twyford Collexion mail order accessories sold to H&S Distributors

1992 MB Caradon invested £13 million in a new National Distribution Centre and new head office, showroom and administrative block on the Alsager site, which became the largest single unit devoted to vitreous china production and distribution in Europe. (The site at Alsager now covers 70 acres.)

1993 MB Caradon acquired Pillar Group of companies for £800 million including brand names Catnic, Friedland, Garador, MK Electrical. Group turnover increased to over £2Billion and a workforce of 25,000 and comprising 300 manufacturing or distribution locations throughout the world.

1998 Caradon Plumbing Solutions launched as a new trading company for the ten major plumbing brands within the Caradon Group.

1999 Twyford's 150th birthday

2000 Royal Doulton bathrooms brand launched for retail showrooms.

2000 November Caradon Plumbing Solutions purchased by HSBC Private Equity.

2001 January HSBC sold Twyford Bathrooms to the SANITEC Corporation of Helsinki, Finland. Sanitec is Europe's largest producer of Ceramic sanitaryware in Europe and is quoted on the Helsinki stock exchange. Caradon name was dropped. Twyford Bathrooms was re-established with the Twyford, Doulton and Royal Doulton brands of bathroom products.

The logo for Sanitec, featuring the word "Sanitec" in a bold, blue, sans-serif font.

2001 July Sanitec acquired by BC Partners. A privately owned company.



2001 Twyford introduced the first British made, specially designed, valve operated toilet suite to the UK market. The VIEW suite.

2001 July Twyford's "concept toilet" - The VIP - launched to critical acclaim.



2002 June Twyford introduced a new range of products which were designed specifically to aid installation. **Total Install**

2003 January Twyford Bathrooms added a new brand to its portfolio. The brand is REVITA and the product range included hydromassage showers and baths.

2003 May **Twyford|PURE** - Twyford launches new retail portfolio of upmarket bathroom suites

2004 Nov **GEO** A new range of shower enclosures launched



2005 Twyford brand logo is redesigned

2005 Sanitec acquired by EQT IV private equity

2006 Royal Doulton Bathrooms brand withdrawn

2007 Twyford's Sola range completely overhauled and the RIMLESS PAN launched

2007 Twyford Galerie FLUSHWISE – award winning dual flush 4 litre and 2.6 litre water efficient suite launched

2008 Twyford|PURE brand withdrawn

