



Persia tiles in Grey Natural from the Decorative collection, £19.50 each, The Baked Tile Company



KEVIN TAYLOR-BOTTOMLEY HIGH-TECH STYLE

Having worked in tiling for many years, Kevin set up The Baked Tile Company in 2014. The Cardiff-based business specialises in designer-led, but affordable ranges.

INSPIRATION When I visit Germany, Italy and Spain, I'm intrigued by the patterns, textures and colours I come across. It's nice to see more decorative styles around again.

TRENDS People want idiosyncratic and stylish interiors that are functional too. Recent technological advances mean it's now possible to create photo-realistic imagery to print onto hardwearing, easy-to-clean materials like porcelain. This allows natural materials, such as wood and stone, to be introduced into high-moisture areas of the home in durable tile form. Most of our tiles are porcelain, which is hardwearing and perfect for high-traffic areas. Hexagons are of the moment and the monochrome palette is perennially popular. I anticipate that interlinking Provençale patterns are set to make a comeback this year too.

FAVOURITE The Hexagon wood-effect tile in two colours. The beauty, texture and warmth of natural wood has been brought into the 21st century.

TIP Don't limit the use of tiles to the floor; they can be used anywhere, even as a splashback in the kitchen or as a feature wall in an office.



TIM TATLOCK PERFECT PORCELAIN

After almost 20 years in the industry, Tim joined Topps Tiles in 2005 and is now the company's head of buying.

INSPIRATION Almost anything, from magazine articles to the last hotel I stayed in. Themes can start small and grow into something big using the amazing trend and colour forecasting data that we now have on tap. The Henley tile (below) for example was inspired by a late-19th-century design that I saw on holiday in the south of France.

TRENDS People are becoming more sophisticated in their tastes, so designers and manufacturers can push boundaries. Whether they prefer subtle or abstract, customers want a look that says something about them. It might be clever use of colour, pattern and texture or an unusual finish such as a copper-metallic trim, or a different coloured grout. Our customers are investing much more of their time and effort into this kind of attention to detail.

FAVOURITE Our Tabula wood-effect porcelain tile shows how digital technology can combine an amazing design with huge practical benefits. It means you can create the look and feel of real wood with all the benefits of a hardwearing porcelain tile.

TIP Mix materials. Blend marble walls with concrete-effect walls and floors, or chunky wood with copper accessories to create a striking but timeless look.



Henley Cool Border, £9.99 each, Topps Tiles