

W K 3 6 0

Creative production doesn't need to be stressful

Niko Bathrooms showcase

In partnership with NIKO  BATHROOMS

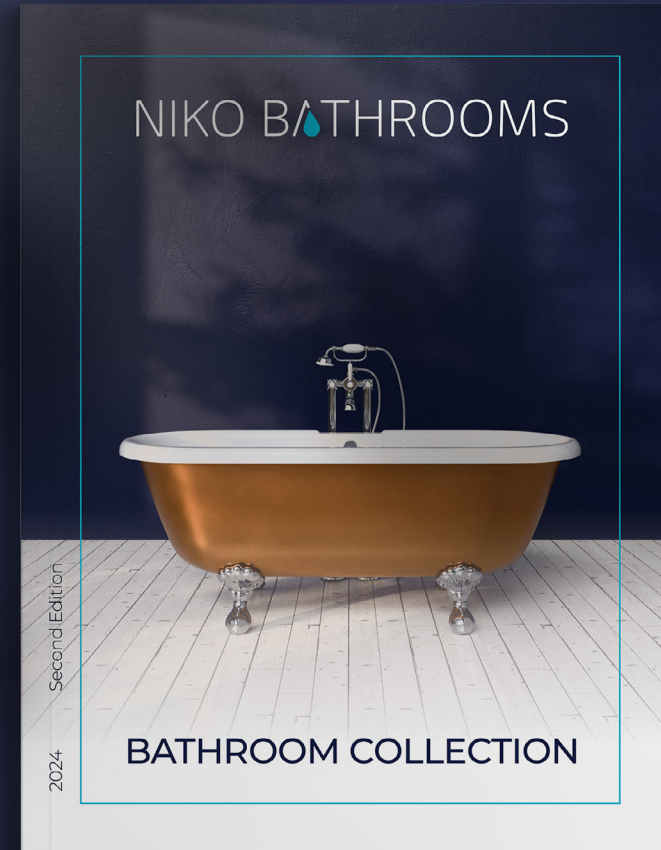


Collaborative growth

Niko Bathrooms is a brand built on modern design, quality craftsmanship and a clear ambition to stand out in a crowded bathroom market. However, turning that ambition into consistent, high-impact sales and marketing content at scale required a partner who could move quickly, stay accurate, and keep everything firmly on brand.

Our work with Niko Bathrooms has developed from a reactive one into a truly collaborative partnership, celebrating creativity, brand excellence, and ambitious growth where anything is possible and everything is achievable.

"Just wanted to start the morning with a huge thank you to you guys and to say you have done **incredible work!"**





The challenge

Niko were looking for a partner who could support their capable but overstretched internal team. With a major brochure deadline fast approaching, and final amends still outstanding, including price pointing the entire product range, a simple “can you help?” phone call became the start of a strong partnership built on trust, flexibility and shared ambition.

How we help

Niko Bathrooms has built a strong reputation in the luxury bathroom sector, backed by more than 40 years of plumbing and heating expertise through parent company UEL. As the brand continued to grow, so did the demand for faster, higher-volume marketing output across multiple channels.

WK360 stepped in as an extension of the Niko's marketing team and in-house studio, providing creative production support across brochures, POS, campaign assets and exhibition graphics. By bringing design, artwork and repro together under one roof, we helped simplify the process, speed up delivery and maintain quality for everything that's required, exceeding expectation and helping brands to launch campaigns fast, at scale, accurately and always on brand.





Created to inform; designed to inspire

That first brochure project started as a final check-and-amend job before going to print. But with years of brochure production experience behind us, we know the small details matter just as much as the big ones.

Working closely with the Niko team, we refined formatting and brand styling across the brochure, completed all final amends, including price pointing the full product range, and ensured every file was fully print-ready ahead of their deadline.

Since then, we've supported the full Niko brochure suite, helping shape new creative direction and supporting the rebrand of both the main product catalogue and subsidiary brochures.



ARDEN

Furniture Finish

- Quartzo
- Navy
- Musgo

Features

- Soft Close
- Antibacterial lacquer
- Metallic drawer
- Total extraction
- Matt lacquered
- Organiser



600MM WALL HUNG & WASHBASIN
550 x 600 x 450mm

● AR60N € 865



800MM WALL HUNG & WASHBASIN
550 x 800 x 450mm

● AR80N € 955



WALL HUNG SIDE CABINET - TALL BOY
1200 x 345 x 270mm

● 79728 € 735

24

All prices include VAT | All dimensions are Height x Width x Depth and in mm. | Taps not included see pages 208-277



FURNITURE

25

www.nikobathrooms.ie

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Creative collateral

One of the best things about a collaborative partnership is how quickly it can grow.

As Niko's marketing activity expanded, we were there to support the rollout of showroom graphics, exhibition POS and wider campaign materials, helping bring the brand to life through striking visuals and clear, confident messaging.

From showroom displays and leaflets to national press adverts, social assets, direct mail and stationery, we've helped create consistent, on-brand creative collateral to serve every touchpoint.

Exhibition stands: built to **stand out**

Exhibition environments move fast. You only get a few seconds to grab someone's attention, so the creative must work hard instantly.

With extensive experience producing exhibition graphics, we helped Niko develop a suite of stand visuals built around their refreshed branding. The result was a sharper, more consistent exhibition presence that helped the brand stand out while staying unmistakably Niko.





The outcome

What started as a call for support quickly became a genuine partnership built on openness, trust and shared understanding.

Today, there’s a strong working relationship between the WK360 and Niko teams, with fast communication, collaborative problem solving and a shared focus on delivering great work without unnecessary complexity.

We even had the chance to hop over and see the new showroom graphics in person recently. The work looked great, and the Irish hospitality wasn’t bad either!

“So proud of this team!”

W K 3 6 0 •

Marketing Imagery Packaging

Launch fast
Launch at scale
Launch with ease

Always on brand.