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CASE STUDY: Easy Bathrooms – BIFIS Retail Partner

A case study highlighting Easy Bathrooms' retail partnership with BIFIS, showcasing how a national retail brand leverages strategic partnership to reduce risk, protect brand and futureproof its installation proposition.

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Introduction

“I’m proud to have built an incredible brand at Easy Bathrooms, with retail portfolio of over 150 showrooms nationally.

We understand that our customers want an installation service to match the quality of our product offer, and we took the bold decision to build an installation service from scratch to service that need.

Becoming a BIFIS Retail Partner was a straightforward decision for us. Our partnership directly strengthens our installation proposition across our nationwide showroom network, giving our customers total peace of mind that their vision will be delivered to the highest standards.

Crucially, the relationship pivots around our connection with professional, independently accredited installers – a challenge for our business and the wider industry as we operate during what is evidently a shortage of skilled labour.

Craig Waddington, Founder & Managing Director
Easy Bathrooms

Context

Easy Bathrooms is one of the UK's fastest-growing bathroom retailers, operating a nationwide network of showrooms alongside a major online and trade operation.

Providing high-quality bathroom products, tiles, and complete suites to both trade professionals and homeowners, Easy Bathrooms plays a central role in thousands of domestic renovation projects across the country each year.

Craig Waddington founded Easy Bathrooms in 2012 with a single showroom, driven by a vision to make stylish, high-quality bathrooms accessible and straightforward for both retail customers and trade professionals.

Over the past decade, under Craig's leadership, the business has expanded exponentially into a national retail powerhouse with over 150+ showrooms across the UK.

His hands-on approach and focus on operational efficiency, trade support, and customer service has established Easy Bathrooms as an industry leader in modern bathroom retail.

Business challenge

In a high-volume retail and trade environment, customer satisfaction hinges on seamless execution from showroom purchase through to final fitting. Bathroom installations present unique technical challenges, including plumbing, tiling, waterproofing, and electrical compliance.

Easy Bathrooms identified key operational priorities to maintain standard setting customer outcomes across their footprint:

- **Strengthening the installation proposition:** Ensuring that the quality of product delivery is consistently matched by high-standard installation practices on site, as well as the compliance management of a national network of installation professionals.
- **Supporting installation sub-contractors:** Providing installers with the professional backing, clear technical benchmarks, and ongoing development required to excel.
- **Futureproofing & risk reduction:** Proactively standardising quality controls across a national scale to reduce on-site errors, protect brand reputation, and futureproof customer service against changing regulations.

Key pillars of alignment

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There are many ways Easy Bathrooms interacts with BIFIS, but here are the key pillars that provide the foundation for the Partnership.

Inspection

We use the BIFIS independent inspection service to support all areas of our installation business. Proactive installer measurement to help develop installers, to support with dispute resolution.

Inspection is a valuable, pay-as-you-go asset.

Recruitment

As our business grows at an incredible rate, we rely heavily on our partnership with BIFIS to expand our reach to professional bathroom installers.

BIFIS is the largest independently accredited network of installation specialist installers.

Recognition

We understand the need to recognise the great work our sub-contracted installers deliver in our customers homes.

We are proud recipients of the BIFIS National Bathroom Retailer of the Year award in 2025 and 2026, and our staff and installers have also won accolades in the BIFIS Awards.

Risk

BIFIS provides a turnkey compliance management service, which is central to any retail partnership.

This includes the full and independent accreditation of our sub-contracted installers.

Results & impact

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BIFIS Partnership delivers real benefits, from risk mitigation to measurable commercial gain.

Independence

Whilst we have an in-house installation management team, the independence of BIFIS holds great weight with our customers – especially through inspection.

This helps us to proactively and reactively manage customer service.

Network

All of our approved sub-contracted installers are independently registered with BIFIS.

Our team work with BIFIS to advertise targeted opportunities nationally, which saves time, money and internal resources.

Retention

We know that finding great installers is a growing challenge, so retention must be key to our strategy.

The BIFIS Awards helps us to shine a light on installation and ensure our team know they are valued.

Cost

Without a doubt, the work that BIFIS delivers as part of our recruitment and ongoing compliance obligation saves our business time and money.

BIFIS technology reduces risk significantly and is a fundamental part of our relationship.

Call to action

"Raising the standard of installation is not something one company can do alone. It requires commitment from across the entire retail sector.

Installation quality isn't just an individual retailer's responsibility; it is the foundation of our entire industry’s credibility.

I strongly urge retailers across the fitted interiors sector to get behind BIFIS and become a BIFIS Partner. By uniting behind a single standard, we support our installation teams, protect our businesses, and ensure our customers receive the exceptional standard of service they expect and deserve.“

Craig Waddington, Founder & Managing Director
Easy Bathrooms

Through Partnership, we can drive positive change together.

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