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 to source all the latest products and services
 in the bathroom and kitchen sector

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Kato handle range from Häfele

The new and exclusive collection of Kato profile handles launched by Häfele is an innovative under worktop handle for standard cabinet design that is easy to fix without the need for routing channels in to the carcass.

Made from aluminium, the durable and lightweight metal is available to fit horizontally and vertically consisting of

three different profile sets; Horizontal under worktop, Vertical/Horizontal and Inset Handles.

For more information on the Kato range or the full range of Häfele products please contact the sales department.

▶ 01788 548811
▶ www.hafele.co.uk

Burbidge's contemporary classic Malmö gets new injection of colour

Fusing contemporary chic with glamorous design, Burbidge's best-selling Malmö kitchen has been introduced in two new stunning high gloss finishes.

The reflective finishes of crisp Porcelain and striking Anthracite marry beautifully with the pared down styling of the super sophisticated handle-less kitchen.

Allowing for a stylishly minimalistic look with a refined twist, the option of double concave doors, a wide curve and curved back panels enable homeowners to be highly imaginative and create a truly bespoke and exciting look in their kitchen.

Completing the inspiring and innovative range is a beautifully crafted end panel which allows for a seamlessly clean and crisp finish to the units.



"By thoughtfully developing the high gloss finishes of Porcelain and Anthracite we have understood the desire for cool and contemporary coupled with subtle yet stand-out," comments managing director Ben Burbidge. "We envisage the new colours being extremely popular with homeowners looking to make an individual style statement."

▶ 024 7667 1600
▶ www.burbidge.co.uk

IDS offers outstanding design flexibility with Formica Unilin collection

IDS has strengthened its panel products offer for the trade with an exclusive distribution agreement for the Formica-Unilin collection. This comprehensive range of melamine, laminate, and edging tape offers a raft of design and cost engineering benefits for kitchen, bedroom and office furniture manufacturing, specialist joinery and retail shopfitting sectors.



A choice of thicknesses includes 8, 10, 12, 16, 18, 19, 22, 25 and 28mm in different substrates; furniture, moisture and fire retardant grades are available in both chipboard and mdf.

There are 80 designs with ample scope to satisfy traditional and contemporary design requirements: 43 woodgrains, 34 plain colours and three metallics. Edging tape is available in 0.35mm melamine, 1m

ABS and 2mm ABS colour-matched for a professional finishing touch. With the expertise and knowledge of the Formica and Unilin brands behind the range's development, users can be assured of the product's design relevancy to today's market, together with product quality.

▶ 08457 298 298
▶ www.idsurfaces.co.uk

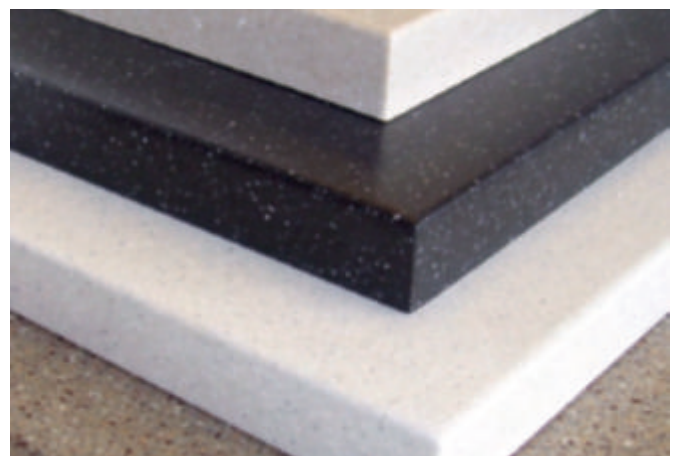
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Bleached Oak Stained Veneer, Anthracite Painted Veneer & Pergamon Gloss

'Living Life the Mereway'!

Stimulating the senses a huge success

Kitchens are very personal things and purchasing a new kitchen can be an important, emotional journey. Mereway Kitchens are leading the way with keeping in touch with their target audience, tapping into this feeling by associating the choice of quality kitchen with the same decision to savor a quality cup of coffee.

New Brochures

Stunning new brochures have been carefully designed to capture the essence of the brand. First to be launched is the Cucina Colore collection and Complete Kitchen collection brochures, packed full of inspirational imagery and innovative products. The new English Revival brochure will also be unveiled later this year.

Graham Jones, Sales & Marketing Director comments "Our new brochures have been received phenomenally well, promoting exciting new products that are leading the way in the market. We

are celebrating our biggest launch ever this Spring, following our 25 year anniversary, it's a very exciting time for us."

"We created this series of scenarios for each collection to illustrate the ethos that underpins our brand," Graham explains. "For Cucina Colore, it is the lady who loves coffee. For our Complete Kitchen collection it's all about chocolate. No other manufacturer in the industry has introduced such an enticing, unique philosophy, its creating a real stir. Living life the Mereway offers something our consumers can really relate to. You'll want to see the brochures for yourself and see how our Mereway story is unfolding."

New Products

This Cucina Colore collection serves a fast expanding market as consumers can now benefit from an even wider choice of 40 gorgeous silk, soft matt, high gloss and new veneer doors now offered within the range.



Open veneer shelving and low level units creates a dreamy living-kitchen space

These new veneers present a striking horizontal grain that forms a naturally textured woodgrain surface. They come in 4 beautiful hand stained finishes; Bleached, Washed, Seasoned and Burnt Oak with 5 hand painted options; delicate Chalk White, delectable Caffè Latte and earthy Pumice along with deeper Truffle Matt and Anthracite.

With coordinated plinths available and complementing cabinet options, these new doors are available for all base and wall units, including brand new chunky veneer panels and open veneers shelves in the stained veneer finishes.

Also joining the collection is a full range of exciting new living-kitchen units including glazed display units, low level wall hung cabinets and goal post style surrounds that create a dramatic effect in any kitchen space.

Become part of the Mereway success story, contact us now for details on becoming a retail partner.



Live life the Mereway

Mereway Kitchens®

▶ 0121 706 7844

▶ www.merewaykitchens.co.uk



Daval launches new Oakley in-frame kitchen range

Daval has launched its first in-frame kitchen called Oakley, a made-to-order, made-to-measure kitchen available in natural oak and a selection of 14 painted colours.

The range is supplied with a stunning 500mm full extension oak drawer box with three way adjustment and a selection of oak interiors for organising cooking utensils, plates and spices. Customers can choose from a wide range of bespoke accessories such as solid oak chimney mantels, skirting and curved units.

"Previewed at our in-house exhibition at the end of 2011 we had an amazing response from our customers with dealers placing orders and displays before the product has officially been launched" says Simon Bodsworth Marketing & Development Manager.

"Oakley is our flagship product and extends Daval's brand appeal to the higher end of the market. Our aim is to fill the gap between the mid market and the bespoke handmade brands".

► 01484 848500
► www.daval-furniture.co.uk

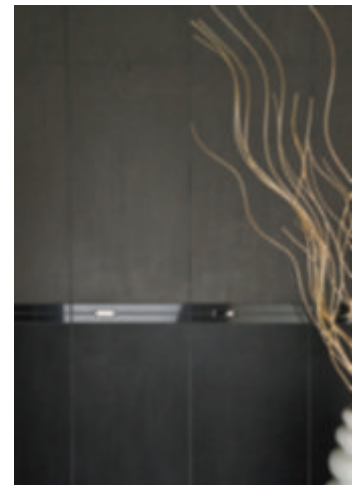
RAK launches Listello decorative tile borders for walls and floors

RAK Ceramics has launched its new range of Listello decorative glass and porcelain tile borders. Designed to co-ordinate with RAK's popular Lounge tile and slab collection, the borders can be used to create stylish, decorative features on both walls and floors.

Six designs are included as part of the new Listello range. Each border measures 30x4.9cm with options including: polished black or beige with rectangular glass stud inset; polished ivory or dark grey with two square glass stud insets and polished black or dark grey, with continuous square glass stud insets.

The complementary Lounge tile range includes square and rectangle designs, with both polished and matt finishes. Colour options include ivory, beige, light grey, dark grey, brown and black in 30x30cm, 40x40cm, 90x45cm, 30x60cm and 60x60cm formats. A mixed-tone black, grey and ivory mosaic is also included within the range. Lounge slabs are also available in ivory, beige, dark grey and black.

Established in 1991, RAK Ceramics is the world's largest manufacturer of ceramic and porcelain tiles. Its range also includes ceramic sinks, sanitary ware, brassware and acrylic baths, with products currently exported to more than 150 countries.



► 01730 237850
► www.rakceramics.co.uk

Urban Life from Häfele

Offering the latest fresh and striking handle designs, the Urban collection from Häfele includes a series of Knobs, Bar, Inset and D handles.

The selection of materials being used include wood, wood and metal combinations, plastic, leather and acrylic.

This variety of contemporary designs incorporates elements of soft curves and straight lines bringing natural and man-made materials into the home.

For more information on decorative handles within the Urban collection or the full range of Häfele products please contact the sales department.



► 01788 548811
► www.hafele.co.uk

LDL launches new BLUM Movento concept

LDL Components Ltd, the largest UK distributor for BLUM, is launching Movento, the next generation of drawer runner technology. Previewed at kbb 2012 and in stock from 1 May, the Movento runner system for wooden drawers is a new upgrade option from the existing Tandem runners.

Movento is specifically designed to withstand the rigours of everyday kitchen use, such as heavy storage items and frequent opening and closing. With even more precise runner movement and new adjustment options, Movento can also be used in conjunction with the BLUM Servo-drive electronic and Tip-on mechanical opening systems for handle-less furniture.

The new Movento runner system offers the following important benefits:

- Side, height, tilt and depth adjustment
- Synchronised, smooth-running opening and closing action
- High stability and impressive anti-sag values
- Plentiful load bearing ability, up to 40 or 60kg
- Fully protected closing springs

A corporate member of the KBSA, LDL specialises in innovative products for the premium end of the market and is the main UK distributor for BLUM, Peka and Wesco.

► 0845 123 2288
► www.ldlonline.co.uk





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Bella
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New Products



Almond is the 'new neutral' for PWS' Avant collection

New neutrals are a key look for 2012 with a move to more sophisticated hues including almond and biscuit. PWS' new Avant Almond is on trend for this more elegant palette of neutrals, adding warmth yet still creating a feeling of light and space, ensuring the appearance isn't harsh.

"In the current economic climate there is a definite shift towards longevity, less fad and fashion and more of an investment in quality and a look that will stand the test time," comments Graeme Smith, conceptual designer at Second Nature. "The look

of the new neutrals is deliberately understated but part of the appeal of Almond is that you can inject a degree of character into the scheme with natural timbers, contrasting colours and a mix of textures.'

As with the other eight finishes in the popular gloss Avant collection, Almond which has achieved Fira Gold status features a wide range of signature curves and accessories to give a look that is either crisp and linear or more curvy and feminine.

▶ 01325 505555

▶ www.pws.co.uk

Sensio's new HD LED Linkable Strip Lighting

Leading furniture lighting manufacturer, Sensio Lighting, has unveiled its latest innovation; HD LED 2020 Linkable Strip Lights. Available in 400 and 600mm lengths, Sensio's latest concept offers the end user versatility and flexibility as the homeowner can pick and choose what they need to create their own bespoke lighting solution. The lights can then simply be connected to one another for a continuous run.

Sensio's 2020 Linkable Strip Lights only measure 22.6mm in width, which mean they will discreetly fit into tight spaces. This strip lighting is ideal for under-cabinet illumination as it lights up the work surface so the homeowner can carry out their day-to-day tasks in the kitchen, such as preparing food and wiping down work surfaces with ease.

The consumer can choose between cool-white or warm-white LEDs in



aluminium for an attractive finish suiting both traditional and modern interiors. Sensio's 2020 HD LED Linkable Strip Lights have a lifespan of ten- twelve years depending on usage, which makes it far more effective than halogen alternatives.

Sensio's 2020 HD LED Linkable Strip Light retails from £39 including VAT.

▶ 0845 0340 780

▶ www.sensio.co.uk

Literature

Karonia launches new MISTRAL brochure

Karonia has launched a new lifestyle brochure to showcase the recently extended MISTRAL range of 25mm solid surface worktops. The 16 page brochure captures the unique versatility of MISTRAL through a series of real-life kitchen installations, highlighting the unlimited creative potential of this practical and adaptable material.

MISTRAL is a completely solid, enhanced acrylic which can be shaped and curved to meet the most adventurous of design briefs without the need for specialist tools. Offering the consumer the look of natural quartz and stone combined with the practicality and convenience of a manmade material, it is tough, hygienic and can be replenished if necessary.

MISTRAL 25mm solid surface worktops come with a 10 year manufacturer's warranty and are available in 17 colours, six of which were launched at the recent kbb 2012 exhibition. A loose leaf insert showing the range of colours accompanies the brochure.



The MISTRAL range is available in the UK and Ireland via a network of six appointed distributors listed on the website.

▶ 0845 6580 333

▶ www.karonia.com

New Create your Ideal Bathroom brochure

Ideal Bathrooms has launched a new version of the Create Your Ideal Bathroom brochure (CYIB) bringing together some of the industry's leading brands to allow consumers to compare products. CYIB has become the sales aid of choice for over 1000 bathroom showrooms throughout the country.

New to this edition are special features which recognise and promote the opportunities of a changing marketplace by identifying products especially suited for water saving and inclusive design. Symbols have been designed to make it easier for consumers to identify environmentally friendly products denoted by a leaf while the heart icon is intended to enable those who require more accessible bathroom products or are looking to future proof their bathrooms, to identify the right items to suit their needs.

To support CYIB showrooms Ideal Bathrooms is again mounting a campaign of consumer magazine competitions throughout 2012 in top



home improvement titles. Last year these attracted thousands of entries and helped to promote traffic through the CYIB website which in turn directs potential customers to retail showrooms.

▶ 0800 634 2600

▶ www.idealbathrooms.co.uk



Decorative Panels Components' new facility nears completion

With a high level of anticipation, the completion date for Decorative Panels Components' new production facility is rapidly approaching after months of planning and construction work by everyone involved in this exciting project.

The Decorative Panels Group is the largest paper foil laminator and trade supplier of paper laminated board and panel components to the furniture manufacturing and allied industries in the UK and Europe. A major investor in technology having installed four dedicated foil lamination lines and secondary processing equipment over recent years, the company is well-positioned to satisfy wide ranging customer demands for its panel products which are machined to complex specifications.

Representing an investment of more than £8.5 million for the Group, the impressive new facility is already producing 10% of the company's total output – a figure set to rapidly increase over the coming months as additional machinery and equipment is commissioned. Expected to be in full operation by June 2012, the factory will have the capacity to produce in excess of 500,000 panels per week as either bulk palletised components or - a first for the company - fully boxed items.

Installation of the final pieces of equipment to be shipped from Italy is currently underway with other machinery arriving from the other Decorative Panels Components factories. With several weeks to go before final completion of the project, the company is already experiencing significant

benefits resulting from the additional capacity with products being shipped out to customers at record levels.

For example, the extensive board storage area provided is contributing to an increase in both operational efficiencies and stock control on site with efficient stock rotation guaranteed as the company utilises a highly sophisticated bar code retrieval system to track and trace items.

With additional capacity availability and the most technologically advanced machinery in place, revenue growth for the Group will be boosted as new products are introduced including stock ranges of kitchen and bedroom carcass along with extensive fascia offers.

Further benefits will accrue from integrating Decorative Panels Components' two factories into one including elimination of the costs associated with transferring goods between sites while allowing for the most efficient optimisation of raw materials in terms of stock holding.

An additional project for the Group currently underway is a state of the art marketing design suite which is expected to be completed by summer 2012. Featuring the very latest interactive technologies to assist with design creation, the space will also provide permanent facilities for displaying all Group company products for the benefit of visitors and customers.

▶ 01484 658341

▶ www.decorativepanels.co.uk





Comment by Dave Mayer,
Sales and Marketing Director, Reginox UK

Sinks and taps – the ‘forgotten appliance’?

The kitchen sink and tap combination is often the ‘forgotten appliance’, which strikes me as somewhat ironic given that it is the one most frequently used. So many retailers and KFMs focus on the oven, hob and extractor package with the sink and tap combo becoming the last minute add-on; this is a shame when an inspired sink and tap choice can create a real ‘wow’ factor in any new kitchen.

For starters, the sink typically sits under the kitchen window and is often accentuated by natural light, so a good clean and sharp finish combined with a larger imposing tap can really catch the light and ooze quality. The window is also the area to which many people are naturally drawn within the kitchen so, by default, the sink becomes a prominent item, on show for all to see and admire. So shouldn’t it be higher on the kitchen purchaser’s (and salesperson’s) agenda?

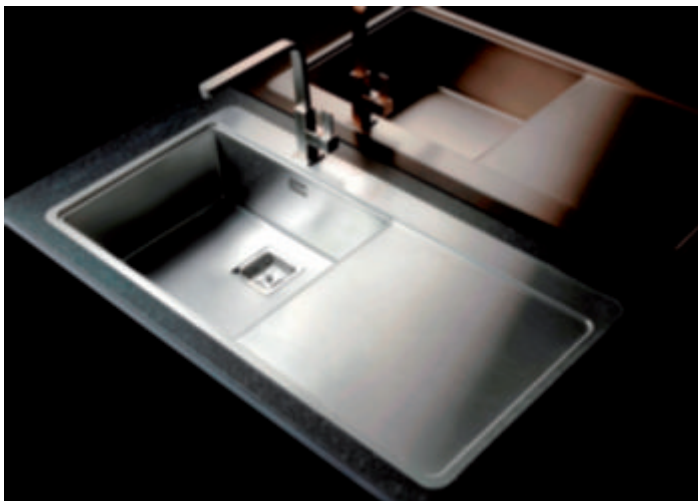
Instead of suggesting a simple 1.5 bowl steel sink with a standard lever tap, retailers should really be focusing on selling the benefits of style, quality, design options, bowl configurations, material

choice, colour and functionality. There are now so many new and funky taps on offer, many of which share design characteristics of the sinks available, that the opportunities to encourage consumers to trade-up are endless. Emphasising the importance of the sink and tap combination to any prospective purchaser also opens up the possibility of generating real ‘add on’ sales such as accessories, filter taps and waste disposal units – in essence a complete sink package that is practical, stylish and, above all, an essential element of any new kitchen.

Sinks and taps – no longer the forgotten appliance. The campaign starts here!



► For more information,
please call 01260 280033
or visit www.reginox.co.uk



Reginox launches Nevada sink

Reginox has launched Nevada, a sleek stainless steel sink that will complement any stylish traditional or contemporary kitchen.

Nevada takes its inspiration from the company’s best-selling Texas range in terms of shape and styling, but also features a smooth integrated stainless steel drainer. It is available as a single bowl or 1.5 bowl configuration, both of which feature deep angular bowls softened by subtle curves. An eye-catching square waste and overflow mirror the overall shape of the sink, whilst a small 10mm radius in each corner provides a uniform and minimalist design for a clean and uncluttered look.

Nevada will be a stunning addition to any kitchen and is suitable for either undermounting or inseting.

► 01260 280033
► www.reginox.co.uk



Reginox makes a splash with Niagara tap

Niagara from Reginox is a stunning kitchen mixer tap designed to perfectly complement the current vogue for angular sink shapes softened by subtle curves.

Niagara seamlessly combines angular lines with cylindrical tubes, resulting in an ultra-modern looking tap that takes its inspiration from art deco design. Its tubular right-angled spout gives the tap a minimalist appearance that is set to appeal to homeowners seeking the very latest style for the kitchen.

Available in sparkling chrome, Niagara retails from £179.99.



► 01260 280 033
► www.reginox.co.uk

Sirex

Exciting New Italian Kitchen Sinks from **Elleci**

Italy has long been revered as the fashion and style capital of the world, lead through innovative and passionate design. Parallel to this, households in the UK are experimenting with new kitchen designs, appliances and colours more than ever. It was therefore only a matter of time before we looked to our boot-shaped counterparts for inspiration, and that's what we see here today, from an exciting new Italian kitchen sink brand, Elleci.

Elleci were established in 1992 and now operate worldwide in more than 40 countries with a production plant in Italy and 5 sales offices. They are already the number one sink designer, manufacturer and supplier of designer coloured sinks and taps in Italy, but are also quickly becoming a market leader across the globe too.

Marcus Smyth, Sales Director, Elleci UK, commented "we are delighted to bring Elleci to the UK for the first time and firmly believe the market has craved for something more heartfelt and truly passionate, to add to their kitchen. We have been filled with confidence from the initial reception and look forward to exploring new opportunities to grow the brand"

Elleci offers a comprehensive range of coloured composite sinks, taps and accessories, all underlined with innovative Italian design and style, featuring what they believe to be the widest choice of colours and models from any supplier currently available in the UK.

The offer is price-pointed to suit different budgets, comprising of 7 different ranges starting with the Living range, which packs quite a punch for its price tag (from £259 RRP), especially considering each sink is paired with a 30 year warranty. At the top of the range is the spectacular Dogma (£1,599 RRP) and Sirex (£899 RRP) sinks, both of which received an "honourable mention" at this year's RED DOT awards.

Throughout the range, there are different material options, and at the top-end, a material called Vitrotek is available. We are told that Vitrotek is made using special resins and microspheres of pure glass, which gives it a super smooth, super hard and very distinctive deep colour. The formulation of the material results in a finish that is 100% hygienic - bacteria is completely unable to establish itself within the sink surface.

A closer look at the range yields some pleasing

Electronic waste for dogma



results, not only does it boast a wide variety of colours, but also a raft of unique and useful features. In particular, we noticed (or rather didn't) that the Dogma and Sirex range appear to have no visible overflow. Instead, we are told the drainage system is completely siphonic, which as well as looking slicker, reduces the opportunity for bad odours to build.

The full range is available from selected specialist distributors, including Sinkronicity, Leaker Direct and The Kitchen Sink Company.

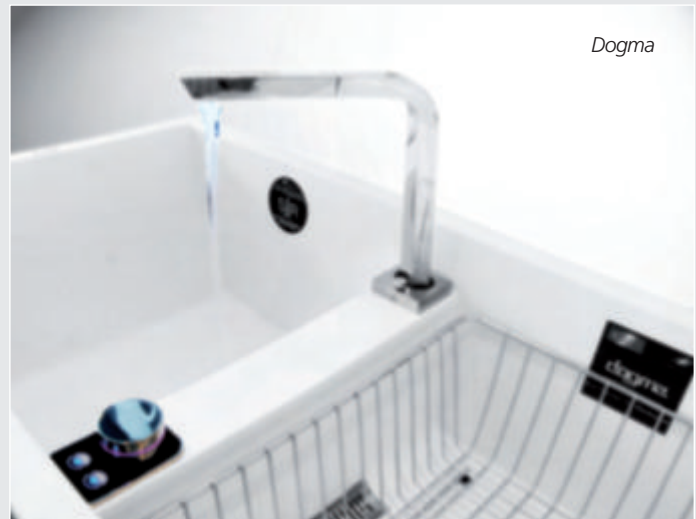
- ▶ 0800 779 7038
- ▶ www.elleci.com
- ▶ sales@elleci.co.uk



Dogma



Dogma



Kitchen Sinks and Taps



New value granite sink range from Carron Phoenix makes its Debut

Launched at KBB, the Debut range of granite sinks combines sound design with functionality. Introduced by Carron Phoenix as a replacement for its Summit range which has been moved to the Essential Value Sink & Tap Pack Collection, Debut represents the new value granite product in Carron's retail offer.

Available with an accessory pack that includes a bamboo chopping board and a stainless steel wire basket and strainer bowl, Debut complements the keenly priced Contessa stainless steel range and provides the retailer with a pair of price-pointed sinks in a choice of materials to appeal to the budget-conscious consumer.

Offered in Jet Black, Polar White, Stone Grey and Champagne, Debut comes in two models: the 100 single bowl measuring 780 x 500mm and the 150 one and a half bowl measuring 970 x 500mm.

"We are acutely aware of the importance to the retailer of being able to offer a greater choice of competitively priced materials," comments marketing director Neil Clark. "Debut provides yet another string to his bow and further demonstrates Carron's appreciation of consumer demand in terms of pricing and specification."

► 01324 638321
► www.carron.com

Everything and the kitchen sink from Caple

A sink is a necessity in every hub of the home and Caple's new glass and stainless steel version the GS751 Vitrea looks set to make a big splash in terms of modern kitchen design. Capture the new kitchen trend for ultra modern chic with this innovative sink which looks fabulously stylish in either black or white.

A clever combination of stainless steel and glass will make your wet zone instantly stand out. Both materials are durable and easy to clean – the glass surface is more resistant to scratching than a normal sink thanks to this being tempered. Add finishing touches with the optional steel colander for the main and half bowl plus a handy sink mat for the drainer.



"We are pushing the boundaries in terms of design with Caple's first ever glass and stainless steel sink," comments director Danny Lay. "Our stunning new sink will not only stand the test of time but is reasonable priced and will look opulent in a modern home."

► 0117 938 1900
► www.caple.co.uk

Franke's slim-top sinks slide into fashion

Franke's range of slim-top sinks includes the Centinox. With the aesthetics of an undermounted sink, its profile incorporates a lip into which innovative, tiered accessories fit and slide. These include a stylish Rollamat, stainless steel strainer bowl and a chopping board which provides the option of one side being stainless steel for hot pans and the other synthetic for food preparation; a mobile drainer is available as an optional extra.

Another advantage of slim-top sinks is that they can incorporate a totally integrated draining board. The ultra-modern Mythos slim-top sink from Franke comes in single and one-and-a-half bowl options, incorporates a square pop-up waste, a stainless steel strainer bowl and a slide-and-glide glass food preparation platter to enable vegetables to be washed and chopped without you having to leave the sink. The newest of these elite sinks is the Maris



which oozes style with a sleek, smooth finish.

Other design-led slim-top sinks from Franke include the Planar, a striking geometric model with zero radii bowls and plain drainer and the Laser which adds an extra, deeper dimension to both bowl and recessed drainer.

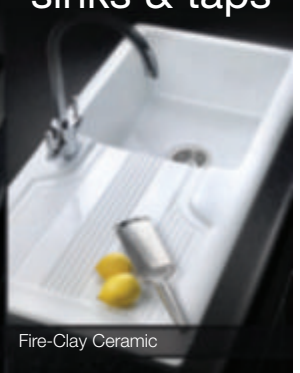
► 0161 436 6280
► www.franke.co.uk

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New RANGEMaster sinks & taps



AHEAD OF THE CURVE

The new Pebel sink from Franke has been specially developed to reflect the latest in curvaceous kitchen design. Combining free flowing style and an undulating feature drainer with the hardwearing toughness of Fraganite, it is the embodiment of modern, iconic design.

www.franke.co.uk

KITCHEN
SYSTEMS

FRANKE

Kitchen Sinks and Taps



Franke – ahead of the curve

Franke has introduced the stunning Pebel sink to complement the growing trend for soft curves in the kitchen.

Combining free flowing style and an undulating feature drainer, the Pebel is the epitome of future trends in kitchen design.

It is available in Polar White, Coffee and Onyx for flexibility when specifying worktops and kitchen furniture and with a choice of matching accessories such as a Stainless Steel strainer bowl, glass chopping board and a drainer basket.

John Swain, Product Manager for Franke comments, "Franke provides contemporary, fashionable models in all materials for flexibility; Pebel has allowed us to extend our design proposals to enhance the kitchens of tomorrow... and beyond."

In both single and 1½ bowl models, the sink is made from Fraganite incorporating Sanitized®. On unprotected surfaces, bacteria can multiply every 20 minutes. The Sanitized® hygiene solution in Fraganite sinks helps provide lasting protection. It does not replace normal cleaning but helps to keep surfaces free from bacteria. Tests have proven that Fraganite treated with Sanitized® reduces bacteria and microbe growth by 99%. Sanitized® is mixed into the bulk material – not applied as a coating – so it will last for the life of the sink.

The Pebel starts at £375.79 including VAT.

► 0161 436 6280
► www.franke.co.uk

PWS' ceramic sinks exude country charm

The choice in sinks has never been greater and PWS collection now includes a wide choice of ceramic designs as well as the Abode range of sinks and taps. Taking centre stage is the Ribchester double bowl ceramic sink, which reflects the ongoing consumer desire for modern-rustic styling.

The generously sized Ribchester sink is 795x465x228mm and offers a double-bowl combination with a chrome basket waste kit. With a charming ribbed front the Ribchester will appeal to a country or classic styled kitchen, and lends itself to become a central feature in the design scheme.

The PWS ceramic sink collection features 12 design options, including traditional Belfast sinks as well as smaller inset and undermount designs which are particularly popular for island layouts. There's also an extensive selection of modern sink newcomers plus many new tap designs from Abode to complement the collection.



► 01325 505555
► www.pws.co.uk

Poetry in motion with new kitchen tap ranges from Francis Pegler



The Francis Pegler Kitchen Collection has introduced five new taps: Chef, Stanza and Strata Blade, Adorn and Cyber.

Adorn is a symphony of circles, cylinders and curves encompassing a wide diameter spout with a contrasting single lever control. The polished chrome finish offers stylish functionality to this side action tap.

Cyber boasts a softened angled shape with smooth curves; the spout is supported by a tubular foot that holds the side action single lever control. Offered in a chrome-plated or brushed steel finish it is an ideal choice for any contemporary kitchen.

A rugged versatile mixer tap boasting a sturdy spring assisted flexible spray hose, the Chef's elongated arc makes it a stylish addition to kitchens with larger sinks.

The Stanza offers straight lines and angled corners; the rectangular spout, square handles and flat lever arms add a touch of futuristic elegance.

Strata Blade boasts a full bodied oval shaped handle and is complemented by a tubular and cylindrical style with a flat spout.

► 0844 243 4400
► www.pegleryorkshire.co.uk



Abode Pluro pull out tap

Abode taps are created for people who want the perfect blend of design, performance and sheer quality. The new, contemporary styled Pluro tap with pencil slim lever, stands tall with a handy pull out spray which will reach into the largest of sinks. The tap requires a minimum 1.5 bar pressure and is available in Chrome and Brushed Nickel finishes, both of which blend in perfectly with modern kitchen appliances. Abode design lines and smooth effortless controls characterise the range of contemporary kitchen mixertaps and offers the perfect partnership to Abode sink designs – we call it 'Kitchen Sync'.

► 01226 283434
► www.abode.eu





Introducing....

designer packs 2012

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and accessories from Astracast

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Sink manufacturer

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Kitchen Sinks and Taps



New Waverley tap from Carron Phoenix gives levers a lift!

The new Waverley tap in chrome, launched at KBB, follows the winning formula of the monobloc two lever style but responds to the new design trend for the levers to be positioned higher up on the body of the tap.

Solid chrome paddle levers combine chic styling with an effortless quarter turn action to dispense hot and cold water. The slim cylindrical body and straight spout offers a flexible and timeless design that will suit a wide range of kitchen styles, from traditional to modern. Measuring 346mm high and with a spout reach of 228mm, the Waverley offers the functional advantage of a greater reach and more space underneath for working in the sink area. RRP for the Waverley is £179 inc VAT.

Says Neil Clark, Sales & Marketing Director at Carron Phoenix: "Moving the tap levers higher up is a small detail but makes a big difference to the look and especially the functionality of the tap. This is clearly an emerging trend and Waverley gives retailers a well-priced and stylish option."

In common with all Carron Phoenix taps, the Waverley carries a five year guarantee.

► 01324 638321
► www.carron.com

New Aquaflux Aquanomic tap from Leisure Sinks

The new Aquaflux Aquanomic tap from Leisure Sinks effortlessly combines ultimate elegance with convenience and practicality. Manufactured from robustly engineered chrome plated brass, it features a high quality design with easy to use levers, ensuring a sleek and reliable tap to suit a variety of sink and kitchen styles.

Designed to meet the highest levels of the Code for Sustainable Homes, the new tap has factory fitted flow restrictors developed using a water usage calculator to maintain a maximum flow rate of 3.8 litres per minute and meet the stringent water use levels in the Code. Operating at a minimum pressure of 2.0 bar, it features a quarter turn lever action for precise flow control and an anti-splash spout supplied as standard.

For ease of installation, the Aquaflux Aquanomic measures 355mm high with a recommended fixing hole of 35mm, proving suitable for surfaces up to 30mm deep; it is supplied with a two-year guarantee.

► 0870 789 6110
► www.leisuresinks.co.uk



Rieber Waterstation CUBIC 980

Rieber is a leading supplier of household sinks in Germany, manufacturing in a range of shapes, colours and materials, for fitting, flush-mounting and for sub-counter mounting.

Rieber's new 980 is manufactured in top quality stainless steel. This built-in sink is a multi-functional workstation, working to its fullest potential when using internationally used

Gastronorm (GN) containers to prepare, wash and store vegetables and other ingredients. Available in a number of configurations.

Find out more from our UK sales and customer support, provided by a dedicated team based in Wiltshire.

► 01225 704470
► www.bgriber.co.uk

Architecture for the kitchen by BLANCO

Bold and beautiful, the new BLANCOMODEX M-60 overmount modular sink has real strength of character.

Created in hard wearing, stylish Silgranit® Puradur® II, BLANCO's own super practical coloured sink material, the BLANCOMODEX M-60 measures a full 1200mm long. Available in all nine Silgranit colours, the sink is designed for installation directly over a kitchen

base unit, or inset onto the worktop, and eminently practical accessories make the most of its generous size, with a wooden chopping board, designed to slide along its entire length, creating additional space for food-preparation, plus the option of a practical stainless steel colander.

► 01923 635200
► www.blanco.co.uk





Comment by Mike Massey
Product Manager, Prima Appliances

Entry level or premium brand?

The gap between entry level and premium appliance brands is certainly smaller than it used to be, as changing consumer attitudes, a tough economic climate and advancements in technology are allowing value brands to shine. Amongst the many competing factors in this testing market place - price, customer service and value added features are key. I agree it is important to offer a choice of different price levels and brands, but times are tough and many discerning consumers are seeking out more for less.

It is apparent that by embracing a value brand strategy and offering lower priced appliances with many of the key features associated with premium brands is something we must all consider. Challenging times causes some customers to lose their brand loyalty, seeking out lower cost and lesser known alternatives that are as equally well manufactured and designed. High quality manufacture, great product

performance and design-led looks are becoming more and more evident within the entry level appliance brands.

Ensure you keep exploring all the appliance brand options available so that when asking your customers which appliance features they actually want (and can afford), you can more accurately match their requirements and encourage sales. Value ranges no longer mean low quality and by offering this option may make the difference between a browser and a buyer.

prima
 engineered to perform

► For more information,
 please call 0800 8 77 88 99
 or visit www.prima-appliances.co.uk

Affordable style from Prima

Established for over 10 years, the Prima Appliance Collection, spanning cooking, cooling and washing sectors, has become synonymous for its European build quality, product performance and value-for-money. Available exclusively from the UK's largest kitchen and bathroom supplier, PJH Group, the Prima brand merges quality, design, reliability and energy efficiency into one highly competitive package – the perfect formula for discerning consumers in these austere times.

Prima's 2012 Collection offers a comprehensive choice of products, including many integrated and built-in appliances as well as a designer hood range, induction technology and stylish wine coolers. Continuous investment into product development means Prima is able to offer many of the key features associated with higher priced appliances, including design-led aesthetics and multi-functional technology, into its lower price tag. Energy efficiency also remains at the centre of Prima's offering, with most ranges featuring an A-energy rating. In addition a free two-year parts and labour guarantee (upon registration) comes with all Prima Appliances.

To enhance showroom spaces and help boost Prima sales, PJH offers a range of free point-of-sale material, featuring an eye-catching design in the Prima brand style. 'Silent salesmen' are crucial for maximising displays and help communicate the product specifications

and benefits throughout the range. Prima promotional material includes a full colour consumer brochure, A4 strut cards, A2 posters, tent cards, swing tickets and two-year guarantee stickers.

To complete the package, www.prima-appliances.co.uk features comprehensive product information including detailed technical specifications, product images and the ability to download Prima operating manuals and other useful documentation.

prima
 engineered to perform

► 0800 8 77 88 99
 ► www.prima-appliances.co.uk



Appliances



Leisure unveils new colours range at CIH tradeshow

Leisure range cookers unveiled a new collection of on trend coloured models at this year's CIH Trade Show held at Birmingham NEC.

Nutmeg Brown, Snow White and Regency Red joined the existing black, cream, silver and stainless steel options. The three new shades were available to order at the CIH show across the various models in the Leisure range – 60cm, 90cm and 100cm, dual fuel and electric.

Consumers were then able to order direct from CIH dealers for delivery within days rather than weeks

"The growing trend for colourful kitchen appliances that make a style

statement represent a huge opportunity to grow incremental sales," comments marketing manager Amanda Castle. "The launch of the Leisure Colours collection coupled with the high quality of the products will stimulate consumer excitement and we are confident that it will deliver further growth for the brand and the category."

Amplifying Leisure's innovation and brand heritage, the launch of the new Leisure Colours range cookers is being supported by a multimedia campaign, including press, online and PR activity.

► 0845 600 4916

► www.leisurecp.co.uk

Cooking made easier with CDA's interactive oven



Cooking perfect dishes really couldn't be easier with CDA's innovative SV310 interactive single electric multifunction oven.

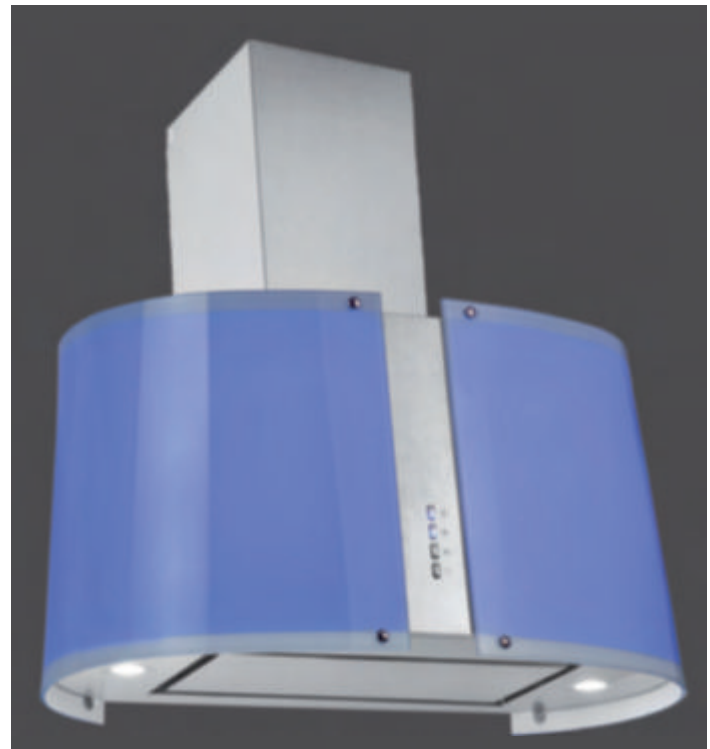
Instead of the usual function and temperature controls, this exciting oven features a touch screen with picture icons to

access different cooking functions. There's a choice of five automatic programmes and a range of user friendly options to allow customised cooking plus manual over ride and all the functions you would expect of a top of the range multifunction oven.

The SV310 oven is intelligent, automatically choosing the temperature and cooking time. It offers thoughtful details too. The oven's intelligent software automatically sets all the cooking parameters and cooks the food perfectly. For more specific control, a customised cooking programme can be quickly created in the manual mode. There are five touch control auto-cook functions (roast meat, chicken, pizza, cake and toast) and five special functions (defrost, dough proving, yogurt making, keeping food warm and plate warming).

► 01949 862 001

► www.cda.eu



Baumatic Spectrum Colour-changing 68cm Cooker Hood

Offering consumers a rainbow of colours in just one model, the new Baumatic Spectrum 68cm Cooker Hood is designed to change colour at the touch of a button, or to cycle through an array of striking hues whilst in operation! The Spectrum gives consumers the freedom to constantly re-invent their kitchen space, and to alter the ambience to suit their mood. Distinctively shaped, with its smooth curved sides, this eye-catching glass hood is a cool white when not in use.

Providing a powerful extraction rate of 750 metres³/hr, the Spectrum has 3 power levels and two energy-efficient, longer lasting LED lights. The Spectrum's Perimeter Extraction is designed to maximize efficiency as well as to keep the model's noise level to a minimum.

► 0118 933 6900

► www.baumatic.co.uk


Baumatic



Refrigeration and Dishwashing from **Siemens**



Dishwashing

There are a lot of things to consider when purchasing a dishwasher, noise being one of them; particularly with open plan living becoming increasingly popular.

Siemens dishwashers are amongst the quietest on the market and the new SN26T295GB (white) and SN26T595GB (stainless steel) models are no exception, running at just 41 decibels. In addition, the new models boast the innovative Zeolith® energy recovery system – unique to Siemens – for huge savings of energy using less water in a larger capacity, 14 place setting machine.

Zeolith® is a versatile mineral that derives its name from the Greek, zein lithos, literally meaning 'Boiling stone'. Zeolith® is stored inside the dishwasher and comes into its own during the drying cycle when the mineral absorbs the warm air and then releases heat energy to dry the dishes.

This is a perfect example of natural renewable energy as the 'zeolith' regenerates itself for subsequent use and has helped Siemens to create the fastest AAA rated dishwashers in the world – a full load can be washed using only 0.82kWh of energy; that's way below the industry standard of 1.2kWh. What's more, by pressing the energySave button, consumption will be reduced even more. And all this is achieved using only 10 litres of water on an Eco 50°C programme.

Cooling

With energy efficiency becoming more and more important when it comes to home appliances, the new KG39EAI40G fridge freezer is a welcome addition to the Siemens range. With a rating of A+++, the IQ100 model is the company's most energy efficient fridge-freezer to date.

A key attribute of this model is lowFrost technology, which incorporates a special wrap-around evaporator in the base of the appliance. Not only is ice build-up less severe and more uniform but also defrosting is significantly faster than in conventional refrigeration.

This model also includes internal electronic controls with temperature display and two cooling circuits to enable separate temperature settings for the fridge and freezer compartments. It also boasts Siemens' superFreeze function that ensures any additional food added to the freezer (after a shopping trip, for example) is cooled quickly and safely without affecting the temperature of the food already in there.

With a total net capacity of nearly 340 litres spread over 5 glass shelves in the fridge compartment and 3 freezer drawers, this model has more than enough space for the average family.



SIEMENS

► 0844 892 8999

► www.siemens-home.co.uk

Appliances

The Hoover All in One

Today with a Hoover washing machine it is now possible to do all your weekly laundry in just one wash load. With busy schedules a large load machine such as the new Hoover Dynamic All in One washing machine with 11kg load is ideal as users are able to confidently wash all whites, all colours and all fabric types together without the risk of colours running, allowing for fewer wash cycles and also creates huge time savings.

The Hoover Dynamic 11kg benefits from a revolutionary wash technology. Developed and patented by Hoover, '8 Pulse Technology' guarantees the removal of even the most stubborn laundry stains by delivering a highly concentrated pre-mixed water and detergent solution right into the heart of the wash. Eight high pressure jets located around the drum ensure that the solution is sprayed and quickly absorbed into the laundry, deeply penetrating the fibres for a brighter cleaner wash.

► 0151 334 2781
► www.hoover.co.uk



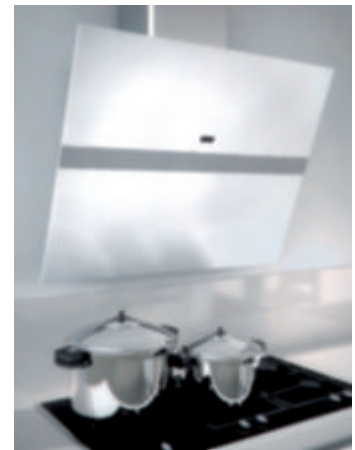
Franke is into the Swing of kitchens

Always at the forefront of design and innovation in kitchen technology, Franke has launched a new 2012 model of the popular Swing Hood which brings it bang up-to-date for today's kitchen design - and beyond.

The cutting-edge Swing cooker hood comes in both a white and a black glass finish and novel style statements include the stainless steel band across the front, the dimmable spotlights and the "ghost" controls - meaning the homeowner just hovers over the controls without actually touching them.

There is also an energy-saving motor, LED lighting and silent automatic opening system for total ease in the kitchen.

The eight-speed - plus the 'intensive' setting option - "ghost touch" control extractor features quality technology including optional remote-controlled operation (making it perfect if you have an open-plan kitchen-diner or if you have special needs). In addition, the 24-hour continuous ventilation will provide a constant flow of fresh air in your kitchen all day long. Franke also offers



aluminium cassette grease filters; simply remove and put in your dishwasher. Optional charcoal filters are also available and offer the very best solution for containing odours when fitting the hood in recirculatory mode.

The Swing Hood in white retails at £1965.36 while the black model costs £2029.20.

► 0161 436 6280
► www.franke.co.uk

AGA Rayburn: case for solid fuel hots up

Compatible with a selection of solid fuels and wood, the Rayburn range of central heating cookers offers the flexibility to manage radiators and domestic hot water while achieving carbon neutrality. For example, the Rayburn Heatranger 3555FW is compatible with smokeless selected bituminous coals, dry wood and peat briquettes while combining central heating, domestic hot water production and cooking options.

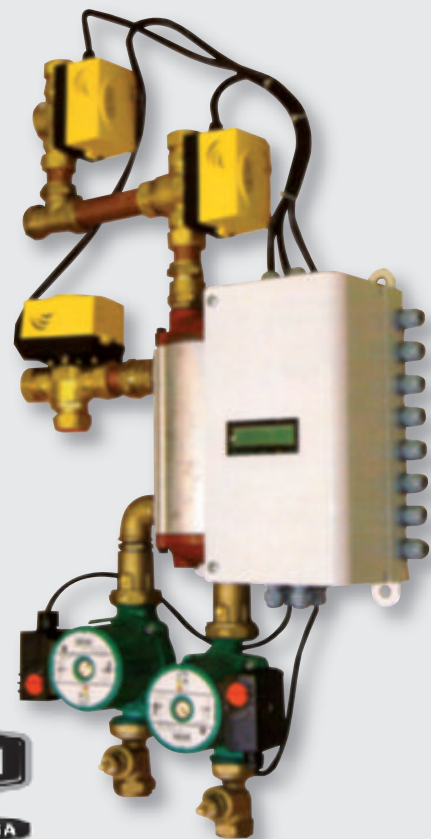


Featuring the largest output in the range of 11.7kW, Rayburn's 3555FW can power up to eight radiators while delivering copious amounts of domestic hot water.

"With the increasing cost of gas, oil and electricity it's more important than ever for self-builders and homeowners to have a choice of fuel options when it comes to heating, hot water and cooking," explains technical director David Carpenter. "More and more customers are enquiring about the compatibility of heating appliances with solid fuel due to its cost-effectiveness and flexibility."

Balancing traditional heating systems with a solid fuel Rayburn central heating range cooker is now much easier with Eco-Connect - the award-winning technology that enables the interconnection of different appliances including a wood fired boiler stove and a gas boiler, ensuring that energy is 'intelligently' drawn from the greenest source at all times without the end-user continually adjusting the controls.

The installation of Eco-Connect ensures the end-user has the ability to utilise their gas or oil boiler if required as part of their heating system when the solid fuel appliance is either not lit or is insufficient in its capacity to meet the heating demands being called for at the time.



► 08457 626147
► www.rayburn-web.co.uk

from AGA



reddot design award
best of the best 2012



Amica wins the “red dot award: product design” – the concept oven ‘Zen’ made by Amica is “best of the best 2012”!

The Zen built-in oven inspired the international expert jury of the red dot award: product design 2012. Amica entered one of the best designs of the year into the competition for the worlds coveted red dot. Its excellent design style convinced the 30-member jury. 4,515 products were registered for the renowned design competition 2012. However, only a few were given the honour to receive this acknowledged quality seal.

With the “red dot: best of the best,” Amica receives the highest award of the largest design competition in the world. On 2 July 2012, this success will be celebrated on the occasion of the red dot gala. More than 1,000 international guests from the design world, industry, society and the media will gather that evening in the Aalto-Theatre, the opera house in Essen, in order to participate in the traditional award ceremony. Afterwards, Amica’s Zen will be on display at a four-week special exhibition in the red dot design museum.

Country Manager for the UK, Simon Freear says, “This is a huge achievement for Amica. Whether the Zen becomes a pan-European stock item will depend on interest. Being recognised for design by red dot is one thing, being the best of the best is the pinnacle of design success.”

Professor Dr. Peter Zec, initiator and CEO of the red dot design award, pointed to the high quality level of the competition: “The most distinguished products of the respective branch of industry faced up not only to the tough competition this year again, but also to the critical eye of the jury. The experts thoroughly examined, tested and evaluated each entry applying the highest standards. With their performances, the laureates did not only demonstrate an extraordinary design quality, but they also showed that design is an integral part of innovative product solutions. At this high level, the winners are able to increase their potential for success on the market considerably by purposefully using our design prize.”

The award-winning products in the red dot design museum

With more than 1,500 products in an area of more than 4,000 square metres, the red dot design museum accommodates the world’s largest permanent exhibition of contemporary design. From 3 to 29 July 2012, it again invites to look at the traditional special exhibition of the award-winning products. In “Design on stage – winners red dot award: product design 2012” design, enthusiasts can admire the latest trends at close range. Touching

is explicitly requested: Thus, the visitors experience the prize winning design of Amica’s Zen oven live in the breath-taking atmosphere of the one-time boiler house of the Zeche Zollverein, a former coal mine.

The red dot design award

The red dot design award. Whose origins reach back to the 1950s, is carried out in three disciplines: the “red dot award: product design,” the “red dot award: communication design” and the “red dot award: design concept.” In 2011 alone, more than 14,000 entries from over 70 countries were registered. The award – the red dot – has established itself internationally as one of the most appreciated quality seals for outstanding designs.



reddot design award
best of the best 2012

- ▶ www.red-dot.de/press
- ▶ www.amica-international.co.uk

Smeg. Technology with Style.



Exclusive design has always been a distinctive part of the Smeg philosophy and, combined with technological innovation, has contributed to making Smeg well known worldwide.

Thorough research, together with innovative design and advanced technology, ensures that Smeg appliances bring together stylish aesthetics and unrivalled performance which reflects the attention to detail, excellent taste and sensitivity to the needs of the customer which is typical of the brand.

Probably best known for its quirky range of retro 50's style refrigeration products, Smeg also has a well established and exciting portfolio of range cookers, built-in cooking appliances, flueless gas fires, glass splashbacks and, most unusually for an appliance brand, sinks and taps.

Latest product launches

The 110cm Traditional Range Cooker in cream or black, model TR4110, was launched in March 2012 and a prototype was unveiled at The Ideal Home

Show and Grand Designs Live in London, attracting overwhelming attention from visitors to the stands and generating extremely positive feedback. The cooker features 2 ovens, separate grill, storage compartment and a newly designed gas hob top with 7 burners. A teppanyaki plate can be placed over two of the burners for direct contact cooking.

In April 2012, Eurocucina 2012 in Milan was the platform for the launch of a world first in appliance design – the FAB28 Denim 50's style fridge. In the perfect blend of tradition, innovation, function and fashion, the stunning new fridge is entirely covered in denim which is treated with a special Plasma process named Planti-Five® which protects it from liquid splashes.

The FAB28 Denim has a black soft touch handle and features a new and exclusive Smeg logo design to underline its Italian heritage.

Both the new Traditional Range Cooker and the FAB28 Denim will be available in the UK in the summer of 2012.

Smeg built-in cooking range

The extensive Smeg range of multifunction, compact, combination, double and steam ovens allows customers to choose the cooking solution to suit their lifestyle. The range extends to built-in coffee machines, warming drawers, all complemented by a broad range of stylish induction, ceramic and gas hobs and cooker hoods.

Glass splashbacks, in 8 colours, specifically chosen to complement the 50's style retro appliances, add the perfect finishing touch.

Freestanding and integrated dishwashers and laundry appliances as well as stylish and functional sinks, taps and accessories, complete Smeg's product offering.



Ultimately for Smeg, the design, manufacture and marketing of their appliances, supported by unrivalled customer service, is all about a passion and an unshakeable desire to stand out from the crowd.

- ▶ 0844 557 0070
- ▶ www.smeguk.com
- ▶ www.smeg50style.com

Sustainability Is The Issue



Comment by Danny Hanlon,
Chief Operating Officer, Trend GB

Danny Hanlon, Chief Operating Officer of Trend GB, thinks 'green' is the colour for flooring and tiling products.

Sustainability is currently on the agenda with the new national planning framework including 'a presumption in favour of sustainable development' and 'green' building projects representing an increasing proportion of all new construction. Flooring and tiling is likely to represent a sizeable proportion of any new-build or refurbishment project, so it is important that the production of these materials should be as energy- and resource-efficient as possible. Moreover, the buying public and professional specifiers are becoming more aware of 'green procurement', where environmental considerations are affecting purchasing decisions, with 68% of us already classifying ourselves as 'light greens'.

What that means is that BK retailers, house builders, property developers and interior designers should seriously look at using

'green' tiling and flooring products, made from sustainable material, incorporating recycled content and produced using energy-efficient processes. For manufacturers, it means moving away from the 'greenwashing' of products, by making misleading ecological claims, toward a wholehearted commitment to sustainability, in the process making suitable products widely available. As environmental guru John Grant writes in his ground-breaking Green Marketing Manifesto: 'green marketing is not about making normal things appear green, it is about making green products become normal'.



► For more information,
please contact 01892 509690
or visit www.trend-gb.com

Trend Teak and Clip2Go make a great team

A combination of two Trend technical developments, Trend Teak is a new range of lightweight yet extremely hardwearing agglomerate floorboards while its Clip2Go system lays flooring on most surfaces without adhesives.

Based on 120cm long x 14.7cm wide x 6.6mm thick planks, Trend Teak range comes in six standard finishes from black and 'dark teak' to 'softwood' cream tones and off-whites; other colours are available to order. Made from natural stone, tempered glass chips and high grade polyester resin, this material is similar in aesthetics and finished quality to top-end parquet flooring yet technically superior to timber, laminates and vinyl.

Pre-mounted in customised Clip2Go interlocking base panels, Trend Teak becomes the quickest, easiest and most hardwearing solution for a new floor. The boards simply click together and enable rapid installation without adhesive, with most completed in one day and immediately ready for use. The planks can be subsequently removed, relocated and re-used if required, making them equally suitable for temporary installations.

Trend's flooring system is virtually maintenance-free; non-absorbent to water or other liquids; highly resistant to impact, scratching, staining, thermal shock and aggressive chemicals; flame and fire resistant; and able to withstand prolonged exposure to a concentrated heat source such as a

cigarette, meeting technical standards UNI 8457 and DIN 51961.

Trend Teak's DIN 51130 R9 slip-resistance rating makes it suitable for entrance areas, stairs and corridors in offices, schools and hotels; operating theatres, hospital wards, pharmacies, laboratories and clinics; dining areas, guest rooms and canteens; sales floors, check-out areas and packing zones.

With up to 78% recycled raw material content, Trend contributes toward LEED credits for sustainable construction along with Greenguard certification for very low VOC emissions.

► 01892 509690
► www.trend-gb.com



Flooring and Tiling

Aquapanel floor tile underlay from Knauf Drywall prevents costly failure

Robust, light and easy to install, Aquapanel floor tile underlay developed by Knauf Drywall eradicates costly floor tile failures in bathrooms and other wet areas. Specifiers and contractors can now match their orders to the project in hand more accurately as the underlay is now supplied in half pallets of 50 boards.

Manufactured from tough aggregated Portland cement board with coated glass fibre mesh on each side, the underlay is unaffected by water and maintains its strength even when fully immersed; wholly inorganic, it is 100% proof against mould growth.

Measuring just 6mm thick, this reinforced cement board's low profile ensures an even transition between tiled floor and carpeting making the removal of thresholds unnecessary.

The ideal complement to ceramic, mosaic or natural stone tiles, Knauf Aquapanel floor tile underlay is easy to



install and can be cut using the 'score and snap' technique. Repairs are simpler and cheaper because tile or grout failure normally means only a localised repair is needed as water ingress will not harm the underlay.

► 01795 424 499
► www.knaufdrywall.co.uk

Taking innovation to the max with Forge Fix

Damaged surfaces, chipped edges and broken tiles are just some of the problems faced by tradesmen when drilling through tough tiles. One product helping to meet these challenges is the innovative TileMax drill bit from leading distributor of fixing, fastenings and associated products, ForgeFix.

Designed to eliminate the difficulties that come with drilling through tiles, this innovative product incorporates a special asymmetric design and a unique precision tip. Aside from cutting levels of resistance to the bit by 25%, this also prevents the bit from wandering, helping to reduce the likelihood of tiles cracking or chipping.

As a further benefit, TileMax bits are diamond ground from the highest quality tungsten, enabling them to drill through most tile types including porcelain, ceramic and natural stone. These bits are so hard that in fact they'll even drill through marble and granite.

► 01663 719460
► www.forgefix.co.uk



Saint-Gobain Weber launches weber.joint pro with mould stop technology

Saint-Gobain Weber, market leader in the manufacture of award-winning, technical construction materials and systems, has introduced weber.joint pro to the extensive range of tile preparation, fixing and finishing products.

weber.joint pro is a water-repellent, flexible tile grout. It has the benefit of Mould Stop Technology which offers lasting protection from unsightly and unhygienic mould growth. Designed for grouting joints up to 10mm between floor and wall tiles, it is suitable for interior and exterior use and performs well in both dry and wet conditions.



weber.joint pro is flexible enough for use with most substrates where some movement or vibration is expected and especially recommended for wooden floors and floors with underfloor or undertile heating. This high performance, professional grade grout has a scratch-resistant formulation ideal for soft-faced stone, such as marble, and can be safely used when grouting ceramic, porcelain, mosaic, quarry, natural stone, terrazzo and terracotta tiles. The water repellent surface of weber.joint pro, with Mould Stop Technology, reduces water penetration for improved resistance to staining.

weber.joint pro is available in 11 colours, including Jasmine, Ivory, Silver Grey, Charcoal and Black, and supplied in 5kg bags through a large network of stockists. The complementary range of weber.joint silicone, available in the same colour range as the grout, provides a sealant designed for use in showers, domestic kitchens and bathrooms and is resistant to fungus and mildew.

To ensure the most cost efficient route to market and contributing to the company's environmental carbon reduction targets, Saint-Gobain Weber's tile products are manufactured in Bedfordshire, Shropshire and Northern Ireland.



► 08703 330070
► www.netweber.co.uk



British Ceramic Tile expands its floor tile portfolio, becoming a one stop shop for all flooring needs

British Ceramic Tile has expanded its floor tile portfolio with the addition of Elite, a unique and luxurious range of marble. Sitting alongside Portia, a stunning collection of polished porcelain, and British Ceramic Tile's glazed porcelain and ceramic floor tile ranges, the company has become a one stop shop for all floor tiling needs.

Embracing the trend for luxurious flooring materials, the Elite marble collection is sourced from a single region in Indonesia and brings a unique range of marble floor and wall tiles, borders and mosaics to the UK natural stone market.

Exciting new finishes and innovative size formats including modular French pattern packs take the spotlight together with a striking range of colours, creating a truly inspiring range that elevates marble back to its position at the premium end of the market.

Nina Long, Marketing Co-ordinator at British Ceramic Tile, comments: "Elite was designed to bring the luxury back into the natural stone market, offering a collection that not only brings an enviable selection of colours but also innovative new tile formats and a range of different finishes such as matt washed and brushed chipped edge tiles to give

designers and consumers maximum flexibility when it comes to luxury flooring.

"Each design in the Elite range has been created to celebrate the extraordinary beauty and quality of marble. Every tile has layers upon layers of intricate detailing, making each one different yet collectively stunning with no two tiles the same, resulting in a floor like no other."

Elite Bali Cream (pictured) has a neutral cream colour palette of rich caramels and precious golds, made ever so contemporary by its unique oversized tile formats, while the highly polished finishes allow the natural beauty and detail of the marble to shine through.

For those wanting to create an instant impact, retailers may also be interested in Elite Sumba Yellow (pictured) with its striking muted yellow colour scheme and brown marble veining for the style conscious consumer.

Traditional with a modern twist, French Pattern Java Grey Antique Grey (pictured) will transform any floor with its cool grey exterior and sophisticated undertones of charcoal, mink, mushroom and gunmetal.

At the other end of the tile spectrum, polished porcelain has become extremely popular of late.

Sleek, stylish and hard-wearing, polished porcelain is a perfect flooring choice for a light and airy room whether in the home or as part of a commercial project.

Portia complements the company's existing collection of porcelain floor tiles, which include a range of popular finishes from limestone and travertine to marfil, pulpis and sandstone, all available in a popular 33x33cm size.

Featuring three different collections and with a variety of colours and sizes including a floor friendly large format 60 x 60cm tile, Portia effortlessly transforms any room into a sophisticated space.

Portia Mono offers a timeless monochrome look that will never go out of fashion. With four versatile sizes from a smaller 30x30cm tile to a larger 60x60cm tile, Portia Mono Black (pictured) and Portia Mono White can be used alone or together to create impact in a kitchen, dining room, bathroom or en suite no matter what its size.

Celebrating the next generation of polished porcelain, Portia Sandstorm (pictured in Nero) combines a glossy finish with a touch of natural beauty in the form of sandstone-like patterns to give a real spa feel. From soft neutrals to colour rich shades of brown and red, Sandstorm offers a versatile colour palette and is available in four different size formats.

Portia Mottle (pictured in Beige) combines subtle tonal blends in randomly mottled patterns to bring out the softer side of polished porcelain, yet still with that contemporary edge.

Both Elite and Portia are available to order now and are supported by a promotional brochure and display stand.



britishceramictile

▶ 0845 6187148

▶ www.britishceramictile.com



On trend urban look with **RAK's** new Earth Stone tile collection

RAK Ceramics has introduced its new Earth Stone range of porcelain tiles suitable for walls and floors in both interior and exterior applications. Featuring a stunning mottled matt surface, the tiles have a distinct concrete-look and are available in a range of formats and neutral tones.

On trend Earth Stone colour options include Talc Ivory, Charcoal Clay Grey, Monazite Brown and Charcoal Black. All shades are available in 29.5cm x 59cm rectangular and 60cm x 60cm square formats, as well as 30cm x 30cm mosaic designs.

Earth Stone porcelain is almost impervious to liquid absorption to 0.05% and virtually stain/scratch

proof. Risk of thermal shock is eliminated as this range is fired at 1200°C during manufacture and the low absorption rate ensures that tiles will not crack during the winter freeze/thaw cycle.

Other new tiles to join RAK's range include classic white statuario marble-effect White Smoke in a 60x60mm design; the 10x30mm Classic Series which features both matt and gloss finishes in a broad spectrum of plain colours and new Lounge Listellos - a series of glass and porcelain decorative borders.

▶ 01730 237850
▶ www.rakceramics.co.uk

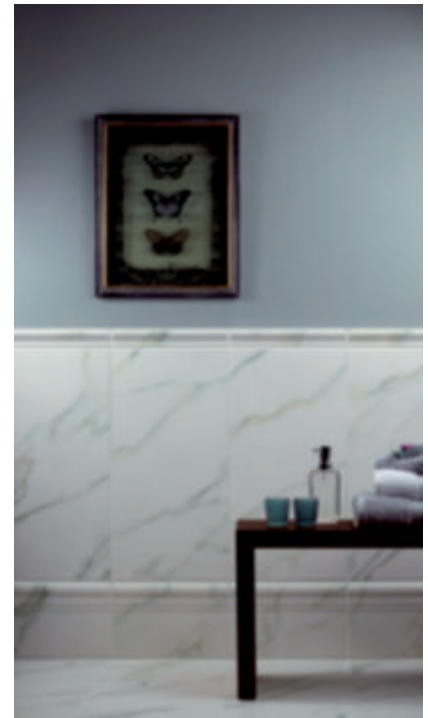
Solar from Johnson Tiles is MARBLE-OUS!

You may think this beautiful marble tiling costs the earth – but the 'Solar' tile from Johnson Tiles is actually a perfect replica for a fraction of the price.

Inspired by Calacatta honed marble the tiles are produced by the latest digital inkjet technology, 'Solar' features all the colour and pattern variation of real marble without the maintenance and expense usually associated with natural stone.

Easy to install and available in different sizes, plus individual skirting and profile tiles, Solar can also be installed as a floor tile, enabling you to recreate the oh-so-glamorous 'totally-tiled' look. So whether your style is traditional bathroom or contemporary sanctuary, Solar brings a light and airy luxurious feel to your bathing space.

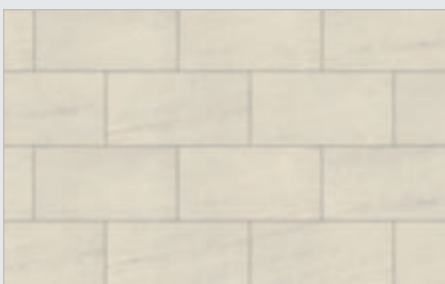
Prices for Johnson Tiles' Solar tile start from £24.80 (for a pack of 11 tiles 300x300x9mm, suitable for both wall and floor).



▶ 01782 575575
▶ www.johnson-tiles.com

Authentic decors and textures with **Eggers** FLOORLINE collection

Offering 60 decors in seven product groups the FLOORLINE collection from Egger reveals the design possibilities offered by modern laminate flooring. Four current design trends had a major impact on the decor developments: Authentic, New Natural Style, Vintage/Used and Materials.



In order to maximise the authentic appearance and touch of the decors, nine surface textures are offered including the Grand Canyon which exhibits an unrivalled, perceptible surface depth for laminate flooring. A further innovation is the Natural Pore synchronous pore which is applied to 2-strip decors for the first time.

"We underscore the authenticity of the decors with our textures featuring a highly defined 3D appearance and touch," says Janina Keller, Decor Management Flooring at EGGER Retail Products. "The authentic appearance of wood in the FLOORLINE collection makes it appear as though it were taken from nature. Knots and grains with large florets are in keeping with current trends along with a lively interplay of colours."

Furthermore, the surfaces are convincing from a technical perspective: the Vintage, Grand Canyon and Authentic textures all meet slip-resistance class R10.

Trends and naturalness are revealed by the premium FLOORLINE collection in a wide variety of versions. Simple grey and brown hues with the Natural Pore texture are found alongside a striking rough cut appearance with the Vintage. Material reproductions including concrete and metal are intended to open up entirely new application possibilities in the field of shopfitting while appealing to new target groups for laminate flooring. Boreal Pine and Beachhouse Pine are two decors



considered representative of the new collection.

"The decors feature signs of use and traces of weathering," concludes Keller. "Such a vintage appearance is very popular in the market right now. This not only applies to flooring but to the interior design as a whole."



▶ 01434 600126
▶ www.floorline.com



Paul Luff Brand Manager at Ultra Tile comments on how popular are floor tiles in the UK?



Recently I was asked: "Why isn't stone and tile a popular choice in the UK flooring market? Stone and tile is extremely popular in warmer countries." Having worked for over 12 years in the tiling

industry and before those 8 years in flooring, I was surprised to be asked such a question. I may even go as far as to say a little offended. Is stone and tile really not considered a popular flooring choice? Their uses are endless, the obvious bathrooms and kitchens, and the less apparent of dining rooms and bedrooms, to name but a few. Not to mention their suitability to both domestic and commercial projects throughout the UK. To be asked the question however, caused me to consider if this was a wide-spread perception and, if so, why?

There's no pretence that the UK tiling industry suffered during the recession, as did many other industries. A key contributing factor to this was the downturn of associated industries, in effect a dominoes scenario. Between 2008 and 2010 the market value of ceramic, porcelain and natural stone tiles was £1.3 billion. Even though the industry suffered, that's still a buoyant market with clearly strong demand. What's more, it is forecasted that between 2012 and 2015 the value will increase to £1.9 billion. I feel that's a promising statistic that goes a long way to confirm the attractiveness of tiling within the UK on a whole (AMA Research, June 2011).

Now, let's not be naïve, in comparison with overseas markets those figures could be beaten. Tile flooring in particular is very popular. It's easy to state a few reasons in support of this that require no explanation, for example; tiles are cheaper, climates are warmer, and buildings tend to be more open plan (internal through to external). I think that this may be influencing perceptions. I strongly believe this is not reason enough to assume there's not a flourishing UK

floor tile market. To quote AMA Research (June 2011): "Both ceramic tiles and natural stones have a long history of use within the UK as a flooring material." The report goes on to state: "Good growth for the domestic conservatory sector boosted growth for ceramic tiles, particularly floor tiles, from the mid 1990's onwards with developments in underfloor heating also extending the influence of ceramic tiles to other rooms within the home. The natural stone sector has experienced good growth from the late 1990's, particularly in the upper sectors of the domestic market with the trend for more luxurious bathroom and kitchen refurbishments, but particularly benefited from the trend for using the same material for flooring and walling applications." Perhaps a little thinking outside of the box, as they say, is necessary to appreciate the extent of the UK floor tile market. The demand for tiles as a chosen floor covering is established and will grow within the UK. Their use is tailored to relevant environments taking into consideration UK lifestyle, trends, climate etc. In support, AMA Research (June 2011) confirms that there is almost an equal split in the market value of ceramic, porcelain and natural stone wall and floor tiles.

Within the UK there is a strong demand for carpet partially due to our cooler climate, and vinyl as it is suited to the education and health sectors (AMA Research, February 2011). AMA Research (June 2011) confirms: "Product substitution has been a major feature of both the floor and wall coverings markets over the last decade with carpet losing share to woods and ceramic tiles...." I'm without doubt that the following is a little controversial but for the purpose of this article it supports my claims. Research conducted by MTW (April 2011) explains that import activity of ceramic tiles is rising fast and by 2014 it will reach almost £300 million. Combine this with UK tile suppliers and other tile type imports; it clearly demonstrates a volume demand.

I'm positive about the UK floor tile industry and its future. Others seem to question this but independent research (AMA Research, July 2011) confirms it is fact: "Ceramic floor tiles have been more buoyant than wall tiles, underpinned by demand from the contract sector

and the trend for larger format tiles. The domestic floor tiles sector has also derived some limited benefits from the house building sector with floor tiles now offered in a wider range of locations, including kitchens, bathrooms, utilities, hallways and cloakrooms." Furthermore, the popularity of natural stone has increased and the market has seen the emergence of a large number of stone specialists, offering a wide product range from professional showrooms (AMA Research, June 2011).

In summary, within the UK, tiled floors are popular, and that popularity is growing in both the domestic and commercial markets. A strong demand is present but there will always be differences when compared to markets overseas. Popular uses within the UK include kitchens, bathrooms, hallways, cloakrooms, and commercial uses for retail, offices, leisure and hospitality. Current interior trends including large format, neutral/natural and matching surfaces offer a great deal of opportunity in the UK. They will influence the use of floor tiles throughout homes and commercial buildings together with greater use of underfloor heating, mimicking that use of floor tiles abroad.

It is reported that the leisure industry is favouring slip resistant floor tiles. Wood effect and stone imitation porcelain floor tiles, suitable for internal and external use, are growing in popularity, as too are encaustic and Victorian floor tiles. All of which benefit and secure demand/popularity whilst increasing the areas of use for floor tiles throughout buildings. Innovation is always a contributing factor to a market's longevity.



The UK floor tile market will always unavoidably be affected by the wider environment. It is easy to focus on the negative outcome of this but there are positive opportunities too. The house building market did take a downturn, but this opened up "improve not move" and quick sale DIY tiling opportunities, where floor tiles can offer a dramatically improved appearance. Recent and ongoing major public sector projects including for the Olympics, the Underground and rail schemes will bring awareness to floor tiling in the commercial sector. (AMA Research, June 2011)

Lastly, the growing modern trend of building extensions that include bi-folding doors will influence the increased use of floor tiles throughout more downstairs living areas. This type of room is becoming increasingly popular due to its stylish look and practicality of maximising the use of outside space. The floors within such rooms are more often than not tiled, as too are adjoining rooms/areas.

I hope largely that I have compressed the perception of an unpopular UK floor tile market. It exists and is buoyant with a promising future.

▶ 01827 871871

▶ www.ultratileadhesives.co.uk





Comment by Craig Rothwell,
Managing Director, 20-20 Technologies

Keep with the times in order to keep a successful business

Customers are continually challenging the way businesses interact with them online; the retail sector especially. The retailer is being pushed to integrate all available technologies and create an 'experience' that will attract its target audience whatever their demographic. Whether it is entirely face to face, online or a combination of the two, every business is being faced with the same obstacle; how do you give the customer the 'experience or journey' they want, without losing control of the sale - finding the right combination has become the ultimate quest.

Technology is now part of life and whether we like it or not, it is becoming more and more difficult to avoid.

Companies that embrace it will ultimately prevail; those that stick their heads in the sand and hope that it all goes away are in for a shock, after all we've seen nothing yet!

The internet of today looks nothing like the internet of tomorrow, we are on the edge of a new way of doing business. With the advancement of technology, increased internet speeds now available to both the consumer and retailer and a huge range of new and more advanced interactive, internet based apps; getting on the first rung of the ladder is now a necessity.



► For more information,
please call 01233 649700
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20-20 Fusion - More than meets the eye



Having built an enviable reputation for innovation, quality and customer driven functionality, 20-20 Technologies' Fusion software, is the result of over 25 years of continuous product development and is used by over 50% of the KBB sector as an intrinsic part of their business.

The customer is demanding that the retailer offer a more advanced service, and technology is changing the way we interact with them; from the initial contact, right the way through to the delivery of a project.

20-20 Fusion offers the perfect accompaniment to any retailer wanting to offer a whole lot more.

Hundreds of manufacturers' catalogues are integrated into the software, which gives you the freedom to include items from multiple manufacturers within any one design. The software gives an added sense of realism by incorporating actual appliances, products and accessories from the world's biggest brands – all rendered in unbeatable graphical detail.

Manufacturer catalogues are regularly updated to ensure that the very latest products are always available to work with, allowing you to design with real product codes recognisable to you.

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the constraints of a budget, keep an eye on profit margins, or manage special pricing structures where necessary.

With a full range of superb visual effects and graphic options, presentations leave a lasting impression with your clients as their dream design comes to life. Images can be generated using line drawings, artistic and hand-drawn effects, or fully photorealistic representations. Plus you can design in any view: perspective, elevation or plan. You can email movies to customers or even take clients on a virtual tour using multiple monitors – walking them through their future home on one screen, while making modifications to the design on another.

Prices are automatically generated for manufacturer products, based upon the specific styles and materials selected, using the appropriate product codes for each item. When your design is complete, detailed quotes, invoices, fitting reports, sales and manufacturer orders can be produced instantly with the ability to print, fax or e-mail your supplier directly from 20-20 Fusion.

Throughout the lifespan of each project, managing client and design information is easy - making sure that orders have been processed, delivery dates are confirmed, payments have been received and much, much more – putting you in control of far more than just the aesthetics.

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► www.2020technologies.uk.com



“If you could turn back time” with apologies to Cher!

KBB retailers, no different from other trades, suffer from the common affliction of being “time poor”. Just not enough hours in the day to get the work done! Generally this comes about with inefficient work practices, a malaise which fortunately in today’s world of technological innovation, can be easily remedied!

Server based, Business management systems, specific to the KBB sector have evolved over the past decade and today, they play an important role in helping businesses to operate more efficiently. However, the uptake of these systems, with a few exceptions, has been restricted to the larger operations and/or with IT savvy resources. They are big, all encompassing solutions, licensed based, come with a high price tag and can suffer from data (pricelists) degradation.

KBBConnect®, using the Cloud Technology platform is now changing all this. The KBB retailer now needs no special hardware, the core elements of quoting and ordering are completely free to use, the system can grow piecemeal for only a few £££s per month with no minimum contractual period and

integration with the leading CAD systems is standard. Supplier partnership arrangements can facilitate immediate online data maintenance.

Ramsey Dawson is the proprietor of Ramsey’s Kitchen, Bedroom and Bathroom showroom in Long Eaton and an early exponent of harnessing technology to improve his company’s business efficiency. They embraced CAD almost twenty years ago and now could not operate without it. “It used to take us almost five days to hand draw just one perspective” says Ramsey,.....” now with CAD, we can do a complete visual within the hour”

Ramsey looked at their processes in project management and was startled to discover just how many tasks involved duplication. Ramsey explains “ We would create a quote in excel, type the customer quote up in Word and then re – enter everything again on separate orders to the individual suppliers. With all this duplication, transcription errors were rife and so more time was needed to correct and re enter. I don’t think it could be more inefficient if we tried!”



Ramsey turned to KBBConnect® in the hope of addressing these inefficiencies and indeed it has. Ramsey, “I estimate I must have clawed back about 65% of time previously expended on processing. Now, the primary data is created just once and flows through the different stages and iterations with no duplication of effort.” Taking this a step further, Ramsey has now integrated the KBBConnect® App, Invoicing and Costing. He adds “the cost of this is less than our monthly milk bill for our tea and coffee but I reckon that we probably saved the wages of one person for the equivalent amount of work it does”.

KBBConnect® is a revolution in the way this industry can now do business. The investment in software, hardware, maintenance and support are significantly reduced and the suppliers now have the capability to ensure that their customers are receiving consistently accurate and timely data. This ensures that the figures being used at the time of quotation are correct allowing the KBB retailer to be in greater control of profitability and the supplier to receive their orders in an accurate way as possible.

With more and more Manufacturers and Distributors supporting their pricelists on KBBConnect®, little or no investment needed and making him less “time poor”, it is little wonder that Ramsey is one of over 2500 Kitchen, Bedroom and Bathroom retailers registered to use the system.

Section	Cost	Quote Inc. Discs	Discount	Profit	Margin%
Kitchen Units	962.77	1,435.00	0.00	152.23	32.90
Sinks	296.00	665.00	0.00	369.00	60.00
Appliances	780.00	1,980.00	0.00	120.00	50.00
Lights	962.00	665.00	0.00	31.00	14.19
Accessories	104.19	224.94	0.00	120.75	53.68
Worktops and ...	659.00	799.00	0.00	140.00	16.47
Total	3,333.96	5,328.94	0.00	1,194.98	37.43

KBBConnect® Saves hours in preparing a quotation and tells you your profit.

▶ 01344 878110

▶ www.kbbconnect.co.uk





New Texture Interface from VR Nexus

Nexus Design Software Ltd have released version 9 of their Kitchen and Bathroom CAD design Software with a new Bedroom release to follow very soon. The latest versions have incorporated the new Texture Interface (Ti) technology with allows users to import realistic textures of tiles, worktops and wood/paint finishes from their suppliers and show them in the finished presentation.

Along with the many additional libraries introduced with the latest release, a new Viewer feature is available to add on to the current versions. This offers the user an opportunity to send their potential client a real time 3D walk-through presentation of the proposed design layout.

New links have been incorporated into version 9 to expand the products pricing/ordering functionality, KBB Connect and EQ Software have access to the Nexus VR output and can deliver a number of additional benefits to the design program.

Nexus Design Software has maintained the ease of use structure in the new releases whilst delivering a more advanced product.



▶ 0114 250 8889

▶ www.nexusdesignsoftware.co.uk

Thinking of selling online?

“ 12.2% of UK retail sales are now through the Internet, up from 9.5% 12 months ago. ”
(ONS, December 2011)

“ 82% of UK consumers research products and services online. ”
(KBSA, December 2011)

“ UK Internet sales are currently growing at a rate of 16% per annum. ”
(IMRG, December 2011)

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Virtual Worlds elevates CAD design software to new levels

Designers of kitchens and bathrooms who work alongside architects and interior designers need CAD software that is compatible with AutoCad and Google Sketch Up. So says Virtual Worlds, which has just introduced its latest 5.8 version of Virtual Worlds Professional - the widely used design software for the KBB sector and which is well known for its high quality, photo-realistic renders, interactive fly-through and a comprehensive library of manufacturers' catalogues.

The latest 5.8 version of Virtual Worlds Professional includes a new AutoCad and Google Sketch Up import/export module, allowing detailed KBB plans to be inserted into architectural house drawings. It also provides improved hard copy reports for 2D plans and elevations and a handy automated update system for licence users. Recent additions include:

- Users can download AutoCAD or Google Sketch Up files into Virtual Worlds Professional, such as architects' or builders' plans, create their own KBB designs and then export the final plans back, in a compatible file format.
- Significant improvements in the customer-friendly hard copy reports generated in the 2D plans and elevations section.
- New product catalogues such as Symphony Kitchens, Crosswater and Hansgrohe, with more to come.



▶ 01908 663848
▶ www.virtualworlds.co.uk



Microcad have the perfect tool for the job

Autokitchen is powered with Autodesk technology, the world's leader in the CAD industry, with over twenty million users.

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Microcad believes in open software & produce standard compatible files. Therefore if you need another program for management or production to work with autokitchen, you have the freedom to choose the best to suit your needs.

Our professional version has all the tools needed for the user or manufacturer to create,

maintain & update their own libraries for designing & pricing.

Autokitchen is an effective sales tool & will help you sell more with its stunning photos & professional presentations of your projects.

To find out more about what autokitchen has to offer please visit our website to view our online demonstration videos or call us to arrange your free, personal demonstration.

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THE KBSA COLUMN



KBSA announce judges for prestigious design awards

Following the recent announcement that the Kitchen Bathroom Bedroom Specialists Association, KBSA, will be re-launching their annual awards, comes confirmation of the expert designers who will be assigned the task of judging them.

Open to all KBSA retail members the awards will recognise and reward the high standards of professionalism and design skills in kitchens, bathrooms, bedrooms and home office.

KBSA CEO Graham Ball said, "We are delighted that our judges have accepted our invitation. They have been selected to ensure that all of the specific rooms involved will be covered by their individual expertise and collectively their experience is unparalleled. I can't imagine a more suitable group of people to select our winners."

Entries will be accepted until May 31st and judges with the hard task of making the decisions have been confirmed as:

- Martin Thomas - National Chair, KBSA
- Renee Mascari - CEO KBBNTG
- Tim Gent - National Trade Sales Manager, Hepplewhite Fitted Furniture
- Ben Jones - Project Designer Manager, Omega PLC
- John Kirkham - MD - A Bell & Company, Northampton
- Julian Bayliss - Regional Chair & Proprietor - Cotswold Kitchens Limited

The awards are supported by KBSA corporate members and kbbNTG and include the following:

- The KBSA Kitchen Designer of the Year – sponsored by Omega PLC
- The KBSA Bathroom Designer of the Year – sponsored by the kbbNTG
- The KBSA Bedroom Designer of the Year – sponsored by Hepplewhite
- The KBSA Home Office Designer of the Year – sponsored by the KBSA
- The KBSA Young Designer of the Year – sponsored by Mereway Kitchens

In addition an overall winner will be chosen to be awarded:

- The KBSA Designer of the Year 2012, sponsored by one of the KBSA's newest corporate members V-ZUG.

All winners will receive an engraved trophy and winners' certificate and the overall winner and partner will also be invited to a 2-day trip to Switzerland to visit the V-ZUG facilities.

All winners will also be invited to the KBSA AGM at The Billiesley Manor Hotel, in Warwickshire on 11th September 2012 to receive their awards, and also attend the KBSA Networking Dinner that evening, followed by overnight accommodation.



► www.kbsa.org.uk



Beko launches exclusive range into John Lewis

Beko the UK's leading Refrigeration, Washing Machine and Cooking manufacturer¹, has launched a range of premium appliances into high end department store, John Lewis, for the first time.

A selection of 10 Beko products is now available to all John Lewis Partnership stores, including five cooling appliances, two washing machines, two tumble dryers and one dishwasher, all of which have been specially designed for John Lewis stores.

Ragip Balcioglu, Managing Director at Beko PLC, comments: "This is a great result for Beko and we are thrilled to add John Lewis to our growing list of partners as it is widely associated with quality, premium products and brands that consumers can trust. Having Beko appliances stocked in John Lewis will broaden our distribution and, equally importantly, it will help to cement the brand's reputation in quality and trust, which will also benefit our existing customers, enabling them to leverage these brand virtues with their shoppers."

Beko has also re-aired its 'Baby Billy' 9kg washing machine TV ad from 15th March to continue to raise brand awareness and support the launch into John Lewis.

¹ GfK volume data full year Jan-Dec 2011

RAK Ceramics expands UK sales team

RAK Ceramics has expanded its growing sales team. Ian Cunningham and Alvin Biggs bring a wealth of industry experience from within the bathroom sector to their respective roles.

Business sales manager Ian Cunningham will work within the national merchant and key account sector, promoting RAK's extensive portfolio with an emphasis on tiles, shower enclosures, mirrors and sanitaryware.

In his new role as sales development manager – merchant sales, Alvin Biggs will establish a distribution and retail network nationwide for showers, mirrors and cabinets as well as unbranded RAK sanitaryware for Rob Jull Agencies.

"Last year was a fabulous one for the RAK brand with sales increasing by 30%," comments managing director Rob Jull. "With the introduction of a myriad of new products and the expansion of our dedicated sales team we're looking to exceed our customers' expectations even further in terms of quality and design, as well as close sales support to our industry partners."



Ian Cunningham



Alvin Biggs

THE BMA COLUMN



Optimism in the air?

There does appear to be a little more optimism bubbling up in the industry. The economy remains very fragile and the situation could 'turn on a sixpence' but bathroom manufacturers and their retailers are beginning to think that since the beginning of the 2012 there has been a slight uplift in trade and a renewed interest in RMI.

'What excellent news,' comments Yvonne Orgill, chief executive of the BMA. 'It's just what we have been after for a number of years.'

The optimism was seen at the major industry exhibitions in London and Birmingham recently; many commentators discussing the improved buzz. And the latest quarterly review from the Construction Products Association (CPA) states that 'manufacturers report that 2012 got off to a promising start, with sales rising compared with the first and last three months of 2011.'

'We are really pleased to see the improvement in optimism,' says Orgill, 'but there are still mixed messages around and we shouldn't be celebrating just yet!'

The CPA report goes on to suggest that 'the key question is, can this continue? Product manufacturers, on balance, expect that it can but the strength and stability of demand going forward poses a significant, and widely cited, concern.'

Other industry figures believe that there is now a pent-up market demand for bathroom products. Householders may be biding their time, waiting for the right moment to go out and order their new bathroom. RMI projects which were put on hold when the recession took hold are still out there ready to be given the green light. Let's hope that 2012 is the year when RMI starts in earnest.



► For more information, please contact BMA on 01782 631619, visit www.bathroom-association.org or email info@bathroom-association.org



Consumer Credit Solutions launches new website

Consumer Credit Solutions (CCS) has launched a new website which includes information on its complete range of 'soft-sell' finance sales tools.

Following a successful January and February in which the company managed over £41 million of approved loans, CCS is confident that it will easily surpass the 2011 figure in 2012.

"Our business is growing at a phenomenal rate as retailers in the home improvement market realise the advantages of being able to offer soft-sell finance as part of their sales toolkit," comments managing partner Andy Wallace. "The ability to offer low/no interest credit Buy Now, Pay Later Bank Buster and Mortgage Buster loans makes a real difference in a difficult economy where few people have ready money for 'big ticket' items such as windows, conservatories, kitchens, bathrooms and solar panels.

"Installation companies are realising that if homeowners can't buy, they can't sell. The new website gives installers the opportunity to review available sales tools."

Leisure Sinks' magnificent seven - two new sinks awarded the Kitemark



Leisure Sinks' Linear Reversible and XS ranges have been awarded the BSI Kitemark in recognition of their high quality manufacture and finish, offering a choice of seven stainless steel sinks with the prestigious mark.

Audited to the highest manufacturing standards, the Kitemark collection highlights Leisure Sinks' commitment to producing high quality sinks. All the sinks including models from the Linear, Lexin and Contract ranges are manufactured from high grade 18/10 steel to ensure a robust, rigid frame that won't flex under pressure.

The Linear XS is a large single bowl, fully reversible sink manufactured from

0.9 gauge stainless steel and available in two depths of 160mm and 180mm. All versions are supplied Nitto coated with an unpolished finish and a 10-year guarantee.

Finished in bright stainless steel the Linear Reversible is the perfect choice for both traditional and modern homes. New tooling produces a reversible version that augments the range of left or right handed sinks.

THE TILE ASSOCIATION COLUMN



The Tile Association Awards: A Night to Remember

On April 21st the Birmingham Hilton Hotel hosted the 14th annual TTA Awards, honouring the very best of the wall and floor tile industry, and celebrating excellence throughout the past year.

The Las Vegas themed awards ceremony not only raised money for the Children Today charity, but also provided an exhilarating night of entertainment and excitement, as the glitz and glamour of the City of Sin was brought to Birmingham.

However, the legacy of the Awards runs far deeper. Winning a TTA Award is a statement of excellence unparalleled in the wall and floor tiling industry. It is an achievement that provides a platform for success, elevating the winners standing within the industry, and providing not only the opportunity for them to proudly display the TTA award-winners logo, but also recognition from their peers.

Being named as a winning entry in one of the 22 categories at the premier night in the tile industry calendar is truly an accomplishment to be proud of. Having been carefully checked for financial, technical and service standards members of The Tile Association are the best in the industry, and those that won the prestigious TTA Awards can proudly be acclaimed as the best of the best.

► To view the full list of winners please visit: www.tiles.org.uk/winners2012



Silverdale Bathrooms take ownership of Jacuzzi Ceramics

Following the announcement from Jacuzzi UK that their future focus is on Hot Tubs and Whirlpool baths, Silverdale (Bathrooms) Ltd., have confirmed that they are to manage the Jacuzzi sanitaryware from where they manufacture it, at their base in Newcastle Under Lyme, making it now available on a five-day lead-time; and supported by a brand new fully priced consumer ceramics brochure.

Silverdale, the recently set up independent company and former ceramic manufacturing plant of Jacuzzi UK, is the sole producer of the Jacuzzi and B C Sanitan ceramic product. They took ownership of the B C Sanitan brand when they purchased the company last December and initially manufactured the Jacuzzi brand as a supplier to



New Priced Jacuzzi Ceramic Brochure

Jacuzzi UK. With Jacuzzi UK focusing purely hydrotherapy, Silverdale have now taken responsibility not just for the manufacture but also the selling, marketing and full retailer support of all the luxury Jacuzzi ceramic product range.

With immediate effect all Jacuzzi ceramic orders should be placed directly with Silverdale Bathrooms Ltd., instead of via Jacuzzi UK.



IDS doubles stockholding at Swindon to enhance customer service

IDS has doubled the stockholding capacity at its Swindon site. Cantilever racking supplied by Stakapal was installed during March within the 27,000 sq ft warehouse with the project team ensuring there was no disruption to the smooth running of its delivery service.

The Swindon site is a key regional hub serving Exeter, Southampton and Cardiff as well as the surrounding trading area with the company's extensive portfolio of laminates, Showerwall panel products, worktops, solid surfacing and flooring. Significant capital investment has gone into new warehouse racking to double the number of ex-stock items giving customers the benefits of extended product choice and faster availability.

"While being a national distributor it's important that we operate in a regional way too, listening to the needs of our customers and being able to deliver the products they require quickly and efficiently," comments managing director John Bagshaw. "This is an investment in helping our customers grow."

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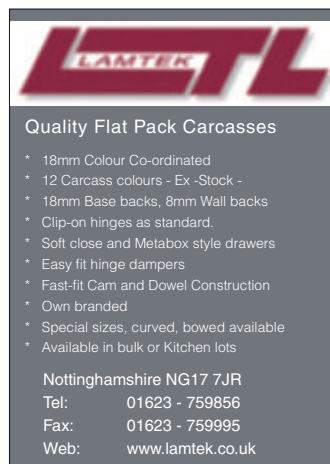
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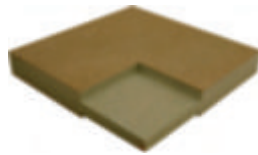
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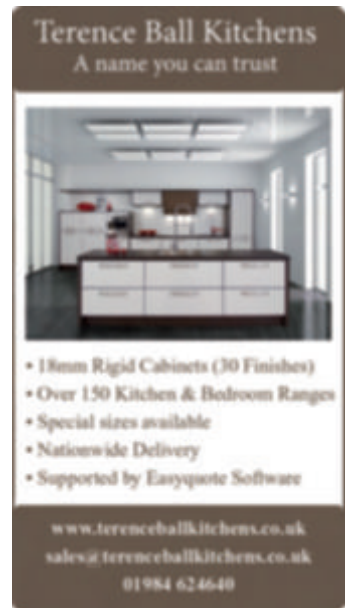
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