

PRESS INFORMATION

Release Date: September 2011 (National)

iKBBI Launch Installation Standards Pledge

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The iKBBI is excited and proud to announce the introduction of its innovative *Installation Standards Pledge*.

Launched and supported by The Right Honourable Brian Binley MP (pictured), the objective of the pledge is to change consumer's often poor perception of kitchen and bathroom installation standards, to the benefit of the industry at large.

The five phase plan, set to run over a preliminary 18-24 month period, is initially targeted at 9 high profile retailers including: B&Q, Ikea, Tesco, Wren Kitchens, Magnet, Wickes, Homebase, Intoto and John Lewis Partnership (phase one). The pledge initiative will be completely free of charge to these targeted retail institutions to encourage them to embrace the scheme; once on board the iKBBI will work closely with their installation departments to understand their modus-operandi.

Phase 2 will be the creation of a foundation standard; something that all participating retailers can agree, build upon and make their own. Later phases are targeted at the measurement of the standards, together with independent accreditation of those installers who operate for the retailer. Over time, the sharing of non-sensitive information is designed to promote great installation businesses, whilst developing those with the willingness to improve and eventually forcing out the rogue trader element.

Officially unveiled in September 2011, the Installation Standards Pledge targets high profile retailers to lead change within the KBB industry. Mr Binley MP says "Retailers are currently feeling the pinch perhaps more now than any other time in living memory and therefore cannot afford the negative press that is generated by a lack of attention to the quality of kitchen and bathroom installation and service. Therefore the KBB industry desperately needs to change and quickly. The iKBBI's new Installation Standards Pledge now affords the industry a real chance to improve to the benefit of the whole economy, which is not only long overdue in my opinion, but also extremely timely."

iKBBI Director Drew Carter says "This is an exciting initiative that aims to bring about a necessary and positive change. For too long now the industry has been damaged by negative press around KBB installations, the latest voiced by both *Which?* magazine and the *BBC's Watchdog* in recent months. Whilst we don't want to detract from the considerable amount of good work that happens on a daily basis, we cannot get away from the fact that the industry is being damaged by the negative PR caused by a minority of poor installation teams." Drew continued: "We feel that we [The iKBBI] have an obligation, in addition to a hunger to address this issue in a way that works well for the consumer, which will of course benefit those retailers who participate with the Installations Standards Pledge."

<ENDS>

The Pledge document can be downloaded at www.ikbbi.org.uk

Reader Further Information

To find out more about the iKBBI including the benefits of membership and an online application visit their website at www.ikbbi.org.uk, or call them on 0845 519 2007

Editorial Further Information

(Not for editorial submission please)

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www.ikbbi.org.uk www.professionalfitters.org