



## A Great Start to 2009...

**Press Release Date:** 6<sup>th</sup> February 2009 (National Release)

**The Institute of Kitchen, Bedroom & Bathroom Installers (iKBBBI) are pleased to announce a third record month of new member applications, as professional installers seek support during uncharted territory within our industry.**

Forming part of their pledge to members, the iKBBBI have been on the road during January supporting a national member, Retail Installation Services, by meeting installers across the UK at centrally held road show events.

Over 170 installation businesses have been engaged face-to-face during January exploring the opportunity to work with local consumers to national retail brands. Of those attendees, most have been affected by the economic downturn and are actively seeking opportunities to win new business.

iKBBBI director Damian Walters, (pictured bottom left at an event in Sheffield), recognises a change in attitude toward the iKBBBI: "We're delighted to say we've had a fantastic start to 2009. It's apparent that many businesses are now looking at solutions that can both support and promote their business. We are doing both and are pleased that we're here for professional installers and retailers, offering solutions whether they're facing difficulties or looking at positive change".

Lee Yanez (pictured top left), Wales based installer and road show attendee explained his motives for applying in January, despite being a vocal iKBBBI sceptic just 12 months ago: "Like many installers I was sceptical about the iKBBBI when it was first announced nearly 2 years ago. I had many reasons for this, including me questioning the need for such an organisation". Lee went onto say: "I have kept a close eye on them and have been impressed by their progress. We are a group of professionals that need support, especially now and I strongly believe that if the professionals don't get behind The Institute by joining and investing in their future, the opportunity for such support in the future may not exist".

Future road shows are currently being planned, please contact Damian Walters on 020 7712 1558 or email [damian.walters@ikbbi.org.uk](mailto:damian.walters@ikbbi.org.uk) for further information.

### Reader Further Information

To find out more about the iKBBBI including the benefits of membership and an online application visit their website at [www.ikbbi.org.uk](http://www.ikbbi.org.uk), or call them on 020 7712 1558

### Editorial Further Information (Not for editorial submission)

Please contact Drew Carter on 020 7712 1558, email [drew.carter@ikbbi.org.uk](mailto:drew.carter@ikbbi.org.uk) or visit the news pages on the iKBBBI website:

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