



## iKBBI Report "It's Not All Bad News"!

**Press Release Date:** 5<sup>th</sup> March 2009 (National Release)

**The Institute of Kitchen, Bedroom & Bathroom Installers (iKBBI) receive encouraging news from one of their retail members, North East based Castlemead Homecraft, after recently securing a £40k kitchen sale despite the current industry slow down.**

Castlemead co-proprietor Phil Hall (pictured) contacted the institute last week sharing the good news, and said that their customer had sourced his business via the new iKBBI Find-a-Member search facility.

Their customer had visited the iKBBI website ([www.ikbbi.org.uk](http://www.ikbbi.org.uk)) and was impressed by the independent accreditation and focus on installation standards. Coupled with excellent service and product proposition, Phil confirmed the decider for the customer to choose his business was ultimately his institute status.

iKBBI director Gordon Smith was obviously encouraged by the news and said: "It would appear that some consumers are looking to the right person to finish their project as the key factor, where sourcing a quality KBB installer acts as the catalyst for the product selection and ultimately the sale".

Gordon went onto say: "This situation resulted in a £40k installation project for one of our Retail members and generation of installation work for their installer. This is great business for the retailer and a sizeable amount of work for the iKBBI installer.... good news all round we'd say"!

Phil Hall added: "There's no doubting the importance that the iKBBI badge and website played in confirming this sale. Our membership renewal with the iKBBI will be one cheque I'll be more than happy to sign".

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### 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](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 iKBBI website:

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