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## iKBBBI Unveil the “KBB Installer” Magazine – An Industry First

The Institute of Kitchen, Bedroom & Bathroom Installers (or iKBBBI as they’re better known) and the creators of the industry publication *kbbreview* this week launched the UK’s first magazine dedicated to the professional KBB installer.

Following several months of secret development at a London HQ, the *KBB Installer Magazine*, a collaboration between the *kbbreview* and the iKBBBI, was launched at this week’s Annual Bathroom Manufacturers Association (BMA) Conference in Birmingham.

The launch of a magazine that specifically communicates with the professional kitchen, bedroom and bathroom installer is an industry first and signifies yet another demonstrable demonstration of The Institute’s influence and capability.

iKBBBI Director Drew Carter said at the conference: “Back in 2007 we were labelled “The Missing Link” by several of our supporters, including the *kbbreview* itself. We see the launch of this magazine closing this gap and for the first time the industry can talk directly to an audience that has been, up to now, very much under-communicated to”.

The KBB Installer Editor, Andrew Davies, also editor of the leading industry publication, the *kbbreview* addressed his new readership: “Up until now the installation aspect of our industry has always been the runt of the litter. It’s the bit that always gets the complaints, the bit that gets on watchdog, and the bit that never seems to be given the chance to tell it’s side of the story”. He goes on to say: “The KBB Installer is a new magazine that gives you (the installers) a voice, to keep you informed, to help you do your job and run your business better”.

Drew added: “We have worked hard to produce this first edition with our supporters at DMG, and we’re proud to be associated with such a strong media partner. The magazine is most definitely not a recruitment brochure for our use, so readers can expect a full and unbiased quality editorial courtesy of Andrew and his team”.

You can visit the KBB Installer magazine website at: [www.kbbinstaller.com](http://www.kbbinstaller.com) or find out more about The iKBBBI, including membership from just a few pounds per week, by visiting their website at [www.ikbbi.org.uk](http://www.ikbbi.org.uk), or calling them on 020 7712 1558. You can email the team at [info@ikbbi.org.uk](mailto:info@ikbbi.org.uk)

### Editorial Further Information (Please do not publish these details)

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[www.ikbbi.org.uk](http://www.ikbbi.org.uk)