



iKBBBI Online Members Register Announced

The Institute of Kitchen, Bedroom & Bathroom Installers (or iKBBBI as they're better known) announced that they'll be launching a new online member's register, helping consumers find local, iKBBBI installer and retail members.

iKBBBI Operations Director Damian Walters announced today that the Institute are launching an online members register during December, following the recent revamp of its website and requests from both members and recent consumer interest.

Damian said: "Considering the unacceptable volume of issues reported to Consumer Direct each year, consumers are clearly having difficulty accessing reputable kitchen, bedroom and bathroom businesses.

In the period between January and March this year Consumer Direct received 4,326 complaints about fitted kitchens and bathrooms which represents over £18.7m in the first quarter of 2008, which is heading towards last year's total of 11,000 complaints.

The iKBBBI register will launch on the 22nd December and will be a free-to-use online search facility for consumers, helping introduce those consumers to reputable installers and retailers nationally.

Damian went onto say: "Not only will this benefit the consumer, with an aim to reduce the number of complaints, but will be a clear and free additional benefit for our members. We are investing heavily in an 'e-marketing' campaign and we hope to drive many UK consumers to the register each month".

iKBBBI member Paul Evans said: "I have recently rebranded my business since joining the Institute and I see the launch of the register playing an important role within my business". Paul went onto say: "This is a clear demonstration that this young and fresh institute listens to its members and I am pleased with their support to date".

To find out more about the iKBBBI including the benefits of membership and an online application visit their website at www.ikbbbi.org.uk, or call them on 020 7712 1558 for further information.

Editorial Further Information (Not for editorial submission)

Please contact Drew Carter on 020 7712 1558, email drew.carter@ikbbbi.org.uk or visit the news pages on the iKBBBI website:

www.ikbbbi.org.uk

