



iKBBBI 'New Face' Focuses on Retailers

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The Institute of Kitchen, Bedroom & Bathroom Installers (iKBBBI) are stepping up support for retailers, covering installation as well as the retail proposition as consumers look for reassurance around a quality end-to-end service.

The iKBBBI have had fantastic feedback from existing retail members, following a turbulent start to 2009 for the industry as a whole. North East retail member Phil Hall (Castlemead Homecraft) reported last month the success of a £40k kitchen order secured via their customer confidence in the installation service.

The Institute can confirm that national retailer John Lewis of Hungerford Plc have renewed iKBBBI membership, as they look for installation support into 2009, and national bathroom retailer the Big Bathroom Shop have also joined the Institute within the last month – Both demonstrable steps forward which are creating opportunities for both the retailers and those installers who will benefit from their customers installation needs.

John Williams joins The iKBBBI as their National Retail Membership Executive, following a career in the construction and home maintenance industry. Formally Sales Manager for Fair Trades, John has a great understanding of our industry.

iKBBBI Director Drew Carter said: "With the knowledge that our industry is changing and around 90% of independent retailers are not part of any support organisation we're confident we can continue to add value at a time when working together can make the difference. Our proposition is different and we're looking to help businesses become stronger as single entities but with the additional backing of the Institute". Drew went onto say: "Yes this is a new way of looking at it and whilst our core focus remains on supporting installers, we are finding that we are being asked for more general support from retailers in these difficult trading times which we believe will also benefit installers and consumers alike".

John Williams added: "I'm pleased that a group of individuals have taken on the challenge of running a professional body dedicated to KBB installations. Many including myself will agree this is well overdue".

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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, 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 or visit the news pages on the iKBBBI website:

www.ikbbi.org.uk