



iKBBI To Launch New Consumer Website

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The iKBBI are set to launch a new consumer website as part of their 2010 strategy to support its members to source new business. The website will allow consumers to find local members as well as providing advice in relation to their kitchen, bedroom or bathroom home improvement project. The site will also raise awareness of the iKBBI and the benefits of using a registered professional member.

The new consumer site forms part of the iKBBI’s ongoing plans to develop member’s comprehensive benefit package. It will run separately from the current website (www.ikbbi.org.uk) and will focus around a find-a-member search facility, utilising Google mapping technology.

The move is planned to further enhance their professional member’s business credentials, continuing the separation of great installation businesses from the rest and creating a ‘stand out from the crowd’ feature in what is still a tough economic climate for the industry.

iKBBI Director Damian Walters said: “We believe this will be a real assist to the consumer, helping them to source professional and reputable kitchen, bedroom and bathroom installation businesses as well as providing practical information”.

Damian went onto say: “Recognising that the vast majority of installations in the UK are not part of a service sold by the retailer, we see huge opportunity for our members as we link them with consumers who are looking for a great service.

“Reports from our members suggest that there are challenges for those installers working with the multiple retailers, both in terms of volume and value. Raised support to these installers, plus avenues into new privately sourced customers, we believe is great timing for our installer members in particular”.

Work on the new website started this week and is expected to be completed by the end of March. Only iKBBI members will be listed on the new site, with no additional costs or fees to them, adding to the impressive list of benefits already received by members.

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, or call them on 020 7712 1558

Editorial Further Information *(Not for editorial submission please)*

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

www.ikbbi.org.uk

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