



iKBBI Announce Exciting Relationship with Tesco

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The Institute of Kitchen, Bedroom & Bathroom Installers (iKBBI) are proud to announce an exciting new partnership with leading UK retailer Tesco, providing their customers with a professionally installed kitchen & bathroom product.

Following months of operational planning, including work with the retailer & supplier, the iKBBI are proud to announce that Tesco have launched an installed kitchen & bathroom product to enhance their in home design and planning service.

The retail giant are offering their customers a free home design and planning service, complimented by professional installation performed exclusively by registered iKBBI members. The new product can already be found in several of Tesco's new Home Plus stores nationally, together with inclusion within their autumn / winter 2009 Tesco Direct catalogue.

iKBBI Director Damian Walters, who has been working closely on the project for the past 15 months, commented by saying: "I'm more than confident that our involvement will benefit all stakeholders, including the world class brand of Tesco, their customers and our members – the professional KBB installers".

Damian went onto say: "We believe this is a notable milestone in the history of the iKBBI and is clear demonstration that we have an influential place within the industry. I'm delighted Tesco see the benefit the iKBBI can bring to their brand and customers, and we're very excited to be working together, both believing that an ethos of quality product and service will achieve great results".

In addition to the Home Plus stores and Direct catalogue, new websites for each product group were re-launched on the 28th September, with the iKBBI featuring heavily. These sites can be found at: www.tescokitchens.com and www.tescobathrooms.com.

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 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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