

Essential kitchen & bathroom business

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UK BATHROOM RETAIL MARKET SALES UP £235m



Mark Waddy

New research by MTW Research has found that sales in the UK bathroom retail market have increased by £235m in the last six years, with the research outfit adding that a "new boost for full-service bathroom retailers" is likely from next year following the closure of B&Q's Homefit installation services.

"The 'traditional' bathroom retailer excels at combining design, supply, install and post-sales support as a "turn-key" package," said MTW Research director Mark Waddy. "Other channels such as the sheds and internet-only retailers appear to be unable to compete with this level of excellence and are positioning themselves very differently as a result."

The research firm also noted that "increasingly innovative bathroom products that demand closer integration between retailer and installer are also boosting opportunities" for the market, with "more technically complex products" and consumers specifying luxury features meaning an "enhanced design and installation" service is being required from retailers.

The report by MTW Research also found that a "softening of consumer demand" may result in a shift in product trends over the next few years. However, it added that bathroom retailers appear to be "well-placed" to adapt, with 45% of the market reporting growth so far this year.

To purchase the Bathroom Retailers Market Report, visit www.marketresearchreports.co.uk or call 08456 524 324.

Hotpoint launches new food-waste campaign

Hotpoint has partnered with brand ambassador Jamie Oliver to launch its new 'Fresh Thinking for Forgotten Food' campaign, designed to tackle food waste.

Research by the appliance manufacturer found that two thirds of Brits "worry about food waste but admitted to buying fresh ingredients that replace edible food in the fridge", and that the three most wasted foods in the UK are bread, bagged salad and fresh vegetables. The research also found that over a third of Brits don't plan meals, while only a quarter create itemised shopping lists, with this "relaxed attitude" resulting in rising food waste as half of Brits admit to "regularly buying food they already have in their fridge at home".

The new campaign by Hotpoint and Jamie Oliver is designed

to encourage consumers to "think differently about their leftovers" and will involve the company sharing recipes using ingredients that tend to be wasted the most, as well as tips and tricks on how to reduce food waste and save money in the process.

"With so much great produce available, if you don't have a bit of a plan, or forget to check what you have in the fridge before you set off, it's easy to buy too much, and end up wasting food and money," said Oliver.



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WHITE MACULBAS PREMIUM COLLECTION



BESPOKE DESIGN

Martin Moore
Tel: 0845 180 0015,
www.martinmoore.com

The project for this 'super kitchen' was in the pipeline for two years before finally being built, so it was possible to plan the cooking and dining areas in meticulous detail, and pair ergonomic considerations while making the most of views onto the garden. The large extension allows room for both a working island and a 'cook's table' to draw the space together, with dining area, Aga and wet zone sited around the periphery. Natural stone flooring and tonal colours create warmth.

"THE EVOLUTION OF OPEN PLAN TO BROKEN PLAN MEANS THAT THERE ARE AREAS FOR PRIVACY, SOUND WILL NOT TRANSFER SO MUCH AND PEOPLE CAN BE DOING DIFFERENT THINGS IN THE SAME SPACE"

Helen Taylor, senior sales designer, Kitchens International



MARVEL DOOR

Schmidt Kitchens
Tel: 0203 698 899, www.home-design.schmidt

This cavernous kitchen is pulled together using subtle zones that are created by utilising two different materials – the concrete-like Marvel door on the cooking and prep areas, and the wood-effect Harvey door on the wet zone and tall cabinets. The pale tones help create warmth and add light.

PRONORM Y-LINE KITCHEN

Snug Kitchens
Tel: 0203 239 0530, www.snugkitchens.co.uk

The Pronorm Y-Line handleless kitchen is shown here in Crystal White Super Matt and Dark Rift Oak in an open-plan project by Newbury-based Pronorm retailer 'Snug Kitchens'. Here the design blends living, dining and kitchen areas, with the sociable seating area at the end of the island extending towards the living area, and warm organic finishes, and features such as the shelf above the sink, extending the feel of the living-room area into the kitchen.

