

Essential kitchen & bathroom business

February 2019 Issue 157

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Sparkling, festive, and merry – we reminisce over the industry event of the year and celebrate the 15 award winners



PAGE 67

IN THIS ISSUE



SCAVOLINI
UK branch manager
Vittorio Naldi on
Scavolini's Italian invasion

PAGE 20



SPLASHBACKS
Statement designs are an
opportunity to get creative
with kitchen designs

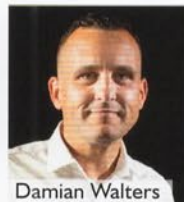
PAGE 33



PLUS
Find out all
you need to
know about
the ease of
installing
wetrooms

PAGE 54

BIKBBI UNVEILS REVOLUTIONARY SERVICE FOR 2019



Damian Walters

The British Institute of Kitchen, Bedroom & Bathroom Installation – BiKBBBI – announced a new protected installation service at its conference, which was held at the Houses of Parliament on 30 January. The service will match retailers, and their customers, to BiKBBBI installers via a communication platform, with the revenue generated set to be used to self-fund apprenticeships.

In an exclusive interview with **ek&bbusiness** and **kbbdaily.com**, BiKBBBI CEO Damian Walters said the new platform, which will soft launch in the spring, will be designed to provide a tailored service to consumers, offering price guidance and recommending installers who specialise in a specific product category, or come highly recommended by the relevant retailer.

The platform will allow consumers to transact directly with installers, setting up the contract, payment, and providing installation dates, terms and conditions, and scheduling.

"No longer are [consumers] waiting for an appointment to pick the phone up," said Walters. "This is a service to be done from an automated position. And the really exciting bit: all of that will be underpinned by risk reduction."

Via the platform, consumers will pay for the installer's service into an escrow protected account. "What that means is that money is ring-fenced and safe, so the installer can't get to it; the customer gets to it," said Walters.

» » » Turn to page 6 to find out more

UK kitchen market set to rise by £500m



The UK kitchen market looks set to experience growth of £500m this year, according to a new report by MTW Research, "despite ongoing challenges for the £3bn kitchen products industry" with the mid-market seeing a "squeeze" on prices and profits.

According to MTW, higher-value rigid kitchen cabinets, cooking appliances, premium taps and dishwashers are "outperforming" the kitchen market. Design trends including urban, industrial, chic rustic and vintage will drive the market in 2019, the research firm added.

"Sophisticated consumers know that the old biKBBBI 'traditional' or 'modern' kitchen design is defunct," said director Mark Waddy, pictured. "The kitchen market is more complex than ever in terms of design, specification, purchasing criteria and several kitchen suppliers have failed due to rapid trend changes recently."

Waddy added: "Growth in the lower value sector will be elusive in 2019, forcing online and DIY channels to engage in a 'battle royale' on pricing, with profound implications for kitchen suppliers with poorly defined market positions."

To purchase the report, call 08456 524 324 or visit www.marketresearchreports.co.uk

MARBLE

McCarron & Co

Tel: 0207 243 2315.

www.mccarronandco.com

The sweeping expanses of honed Arabescato marble across the back wall in this bespoke kitchen scheme create a sense of grandeur, and the richly veined 20mm splashback above the range cooker makes for an eye-catching centrepiece. The striking mantle surround enhances the dramatic effect

