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Issue

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Special show preview

Our **84-page** build-up to the industry's **BIGGEST SHOW**

1-4 March 2020
NEC Birmingham

Your comprehensive guide to kbb Birmingham 2020



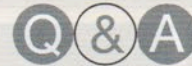
▲ NOLTE KÜCHEN STAND: N90

Visitors to Nolte's stand will not only be able to explore the world of kitchens, but will also be taken beyond the hub of the home to adjoining areas – flexibly designed from an extended furniture range catering for the demands of all tastes and budgets. The 2020 collection includes almost 200 frontal variations, with many additional handleless options.



'A year of positive expectations'

Michael Spadinger,
head of global sales,
Neue Alno



Q: Why should retailers come to shows like this? What are the benefits to them?

A: The dealers have the possibility to have a look at the current trends and to place orders but also tell us their wishes. For us, fairs are very important, so that we can maintain business relationships.

Q: How's business compared with last year?

A: The past year was positive and showed us that we can look forward to a 2020 full of positive expectations of new things to come. We are planning further innovations, further developments of the existing portfolio and have set ourselves ambitious goals.

Q: How do you view the health of the UK KBB market?

A: The UK market is definitely an improving market and it is one of the most important in Europe. The increase in demand for European kitchens over the past few years is very visible in every kitchen outlet across the UK.

With the recent Brexit turmoil, the kitchen industry has seen a bit of an impact, as kitchens are mostly a luxury purchase, but this is now starting to improve and 2020, by all expectations, is going to be a year of growth across all the sectors. Builders are starting to build again and households are now starting to look at investing in their homes again.

Service is key in all aspects of the market. Showrooms need to look at their supply chain, become specialists in their fields and pick suppliers wisely – ones who can work with them to help grow consumer confidence.

Q: How do you think the relationship between supplier and customer is changing?

A: The relationship between companies and customers is becoming increasingly important. Every customer wants a reliable partner at their side. The most important thing in the relationship between company and customer is trust.

Q: What are the main challenges Alno will face this year and how will you overcome these?

A: The demand for individual furnishing solutions is growing without limits. The complexity associated with this is best served by our product portfolio and production set-up. We produce our fronts to order in our Pfullendorf factory, which enables us to offer our customers a particularly high degree of flexibility in