

PRESS RELEASE
Baked Alaska

(ref: PJH241 / NOVEMBER 2008)



New for 2009, the effortlessly cool ALASKA kitchen furniture range from K Kitchens is sleek, stylish and ultra modern. Joining the PJH Group's contemporary kitchen collection, this design features a high gloss white lacquered door with integral handle.

Teamed with a contrasting timber coloured work surface – which adds a touch of warmth to the clean white finish – the look is highly sophisticated and inspired by the latest European trends in kitchen furniture design. A highly reflective door finish and integrated handle add to the door's streamlined and elegant image.

The addition of the Alaska door to the comprehensive K Kitchens collection is joined by a number of new unit sizes to enhance the design versatility of the complete range. Such extra choices include 150mm pull-out base units, 300mm breakfront base units (as pictured), 300mm angle wall units, additional two pan drawer base units in 500 & 600mm, 355mm high bridging units in 500 & 600mm, and additional bi-fold units in 500,600 & 800mm.

...2

Amanda Watson, kitchen product manager for K Kitchens, said: "The clean lines and uncluttered look of the new Alaska kitchen make this a very adaptable design. Whether the consumer is seeking a kitchen with simplicity or striking bold looks, the pure white, streamlined design of this door can be transformed with the use of different worktops, appliances, tiling and accessories.

For further information on the new Alaska kitchen from K Kitchens, including display package promotions; new K Kitchen POS; showroom design, fit-out and merchandising packages; consumer brochures; and marketing support, contact PJH Group on 01204 366000, visit www.pjhgroup.com or www.k-kitchens.co.uk .

-Ends-

Notes to Editor:

The PJH Group is the UK's largest distributor of kitchens and bathrooms with over 580,000 sq ft of warehouse space and approximately £16m stockholding. Established in 1972, the company is based in Bolton, operates throughout eight UK sites and employs almost 800 people.

Customers include over 4,000 independent retailers, builders merchants, housebuilders, developers and specifiers. PJH own-brands include Prima (Kitchens, Bathrooms & Appliances), K Kitchens and Moods Bathrooms.

The PJH Group is part of the Globe Union Group, a world class design, marketing, manufacturing and trading organisation supplying kitchen and bathroom products to customers worldwide.