

PRESS RELEASE

Gorgeous glamour from PJH

(ref: PJH256 / JANUARY 2009)

Distributor, the PJH Group has introduced a touch of extravagance to its bathroom portfolio with a new range of Swarovski Jewel Basins. Encrusted with beautiful Swarovski crystals, the designer pieces have been chosen to appeal to the discerning, top-end consumer.

Available in eye-catching basin shapes, such as half moon and triangular segments, the sleek and simple, black or white finish of the ceramic, highlights the sparkle of the individual Swarovski crystal designs perfectly.

The high quality and stunning finish of these glamorous basins is a result of a lengthy production process. Prior to being meticulously hand-decorated by master goldsmiths in Vicenza (Italy), the basins are specially selected from production in order to ensure the best quality. The jewellers then encase each individual Swarovski crystal into the ceramic with artisan care using a patented technique. This approach is very technical and artistic, requiring hours of precise work.

Lucy Humphries, bathroom category director at PJH Group, comments: "The Italian flair for design combined with the beautiful Swarovski crystals make these luxurious bathroom basins a highly desirable work of art. They actually resemble irresistible pieces of jewellery so are a must for all designer bathrooms and ensuites!"

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Available as a special order item from the PJH Group, the Swarovski Jewel Basin range maybe something you should consider to turn heads in your showroom display. Teamed up with stylish brassware and contemporary bathroom furniture, this is wow-factor on a serious scale.

For further information on the new Swarovski Jewel Basin range, contact the PJH Group head office on Tel: 01204 707070 or email info@pjhgroup.com



Luna Nero Fiori



Lavabo Spicchio



-Ends-

Notes to Editors:

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.

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