

**PRESS RELEASE**

**PJH launches 180-page Bathroom Collection brochure**

(ref: PJH274 / APRIL 2009)

The UK's largest distributor, the PJH Group, has launched its first ever consumer bathroom brochure to include its entire portfolio of both manufacturer's brands and own-brand, Moods. Previously presented as a trade catalogue and combined with kitchens, this exciting new brochure, entitled "The Bathroom Collection", represents a radical change in direction for the distributor.



Designed exclusively for the independent stockist, this impressive bathroom brochure is a result of extensive research and investment by PJH into how to further enhance support to its bathroom stockists and boost sales. Stylishly designed to appeal to the discerning consumer, the brochure has been meticulously thought-out, including many user-friendly features for both stockist and consumer alike.

Overflowing with inspirational lifestyle images and practical advice, PJH say the contemporary new brochure is the perfect merchandising accessory for its trade customers, aiming to maximise showroom appeal and encourage sales.

In addition to the 2009 range from PJH's own bathroom brand, Moods, the latest collections from leading manufacturers, Jacuzzi, April, Just Trays, Triton, Saniflo and Haro are all represented within the brochure. Recommended retail pricing is featured on all pages, as well as a new coding system, easily recognisable and unique to the stockist, communicating the highly competitive trade discounts applicable to individual ranges.

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Other new aspects of the brochure to aid the stockist include a comprehensive explanation of all the manufacturer guarantees applicable; a "Frequently Asked Questions" page; and a detailed "Technical Specifications" section covering all bathroom products.

Speaking of the new Bathroom Collection, Lucy Humphries, Bathroom Category Director for PJH, said: "This is a wow-factor catalogue and provides the end-user with an unrivalled choice of the latest designs in bathrooms, as well as a number of exclusive ranges. Our carefully selected choice of products aims to appeal to a variety of styles and tastes, whilst offering the stockist excellent margins."

The new brochure is also being supported with a launch event at the PJH Group's Design Centre in London, where many of the new bathroom ranges are now on display. This includes the distributor's own bathroom brand, Moods, where new products such as a space-saving range, an eco-suite, cloakroom solutions, a coordinated range of high gloss furniture, new baths & screens, and further Wellness Whirlpool options, will be available for first viewing.

For further information on the PJH Group's new Bathroom Collection brochure, contact the distributor on freephone **08008 77 88 99**, email: [info@pjhgroup.com](mailto:info@pjhgroup.com) or visit the new web site, [www.thebathroomcollection.co.uk](http://www.thebathroomcollection.co.uk)

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**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 seven UK sites and employs over 700 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.