

PRESS RELEASE

PJH teams up with Whirlpool for *ATHOME* launch

(ref: PJH314 / 13 OCTOBER 2009)



PJH Distribution is pleased to announce the new "Cube" range of intelligent energy-efficient appliances, featuring 6th Sense® technology, from Whirlpool is now available through its nationwide distribution service, as well as on display within a range of K Kitchens from the kitchengroup, PJH's exclusive kitchen partner.

Currently on display at Whirlpool's "ATHOME" training and brand experience showroom in London, the new Cube collection is stylishly featured within an equally stunning range of contemporary 'K' Kitchens from the kitchengroup.

The PJH and Whirlpool partnership goes back many years – PJH being a major UK distributor of the household brand, so it was fitting to team up and help launch this exciting new range of appliances.

Displayed within eye-catching kitchen rooms sets, jointly designed by Whirlpool and the kitchengroup's Merchandising & Design Manager, Sonia Kenny, the results speak for themselves: "Together we came up with a showroom plan that ensured the innovative sensor technology and designer looks of the new CUBE range were demonstrated to the max within spectacular, working kitchen displays, with an exceptional design-led finish," commented Sonia.

Ray Isted, Head of Training at Whirlpool, added: "We collaborated with PJH and kitchengroup for this major launch as we wanted to showcase our brands within a variety of kitchen furniture roomsets that would complement them perfectly. Choosing a number of high gloss, wow-factor kitchens from the kitchengroup's 'K' range, seemed like the ideal partnership to really show off our appliances."

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Whirlpool's intelligent 6th Sense® technology manages the four elements, fire, steam, water and ice, using special sensors to continuously monitor and automatically adjust performance. 6th Sense® appliances are not only extremely easy to use, but they offer outstanding results and significant resource savings.

The new Cube range from Whirlpool includes the Glamour, Fusion, Gallery and Essence designs, which are all cleverly integrated within the Alaska, Walnut, Quartz, Metallic and Burgundy, high gloss kitchen furniture collections from K. The inspiring new ATHOME showroom in Croydon is now open for appointments and is free for stockists to use as an extension of their own shopfloor space for consumer viewings.

Supporting the launch, PJH has run a direct mail teaser programme throughout the build up, using its new "Take A Look" marketing campaign strapline.

And being available from the UK's largest distributor, PJH customers interested in the new Whirlpool Cube Collection can benefit from highly competitive pricing; bundle discounts of up to 50%; exclusive display deals with K; next day delivery (to most UK areas) and exceptional levels of customer service. In addition, all Whirlpool built-in appliances come with a three year, free warranty, including parts and labour.

For further information contact the PJH Group on freephone **0800 8 77 88 99**, email: info@pjhgroup.com or visit www.pjhgroup.com / www.k-kitchens.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 Moods Bathrooms, K Kitchens, Prima Kitchens and Prima Appliances.

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.