

PRESS RELEASE

Take A Closer Look At PJH...

(ref: PJH319 / OCTOBER 2009)



Distributor, PJH Group has developed a new campaign to reinforce its identity and brand values amongst current and potential customers.

The 'Take A New Look' campaign aims to both remind and inform customers of the key strengths that the PJH Group has become known for, focussing on areas such as customer service, product quality and value.

The campaign graphic (pictured) will appear on all communications from PJH to its customer, from direct mail shots to delivery notes and promotions.

"Whilst customers already recognise the benefits of teaming up with a distributor such as ourselves, we feel it is important to highlight the regular service enhancements and frequent product launches we are continuously working on. By applying this to a variety of communication channels, we aim to help customers absorb key information, improve awareness and ultimately, help customers make their businesses more successful," explains Corporate Marketing Manager, Sally Hough, PJH Group.

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For more information, contact PJH Group on freephone: 0800 8 77 88 99 or visit www.pjhgroup.com

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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 & 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.