

PRESS RELEASE

kitchengroup Launches Pre-Christmas Consumer Promotion

(ref: KG-322 / OCTOBER 2009)

The kitchengroup has launched a pre-Christmas 'Essential Kitchen Saver' consumer promotional leaflet, packed full of highly competitive savings on a range of K Kitchen furniture ranges and top brand appliances and sinks.

Designed with high consumer appeal, the stylish 8-page showroom leaflet, including eye-catching photography and retail pricing, features an array of promotions including deals of up to 30% off selected K kitchens, such as the ultra trendy Gloss Lime kitchen, and up to 20% off appliance and sink packs – including leading brands such as Gorenge and Franke.

In addition, stockists can tempt their consumers yet further with a free Magic Corner unit, with every complete K kitchen ordered.

"This is the perfect time to target your consumer with some incredible savings on high quality brands," explained Amanda Watson, kitchen product manager, kitchengroup. "It's the first time we've issued a consumer promotional leaflet and forms part of our ongoing commitment to stockists in helping to boost sales."

"Ensure to make use of this free marketing tool by displaying plenty of the leaflets throughout your K kitchen displays - and encourage browsing customers to take one home."



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With offers on a comprehensive range of the latest classic and contemporary styles from K Kitchens, as well a good choice of appliance and sink pack deals, the promotion also includes 20% off all Universal Accessories from kitchengroup. This is an ideal way of maximising sales orders, as with a large choice of all the finishing touches, such as LED lighting and storage solutions, customers can accessorise their kitchen in one easy order.

For further information on the kitchengroup Essential Kitchen Saver Promotion, contact the company on T: 0800 8 77 88 99 (sales), 01204 366000 (customer service) or visit www.kitchengroup.co.uk

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Editor Notes:

- The kitchengroup is a specialist kitchen manufacturer that designs and manufactures kitchen furniture under the Prima and K Kitchen brands.
- kitchengroup manages all aspects of product development; sourcing; operations; marketing; merchandising and training.
- Quality, craftsmanship and technical precision are synonymous with the Prima and K brands, Prima representing an entry level brand and K, a mid-market brand.
- The kitchengroup brands are exclusively distributed by PJH Distribution, the UK's largest distributor. This partnership provides an unrivalled service, supplying kitchen furniture to the independent trade at speed, within just 48 hours.