

## PRESS RELEASE

### Shake it up...

(ref: KG-324 / NOVEMBER 2009)

Responding to the popularity of the ever classic shaker-style kitchen, the kitchengroup has added a new shaker furniture range to its Prima Kitchen Collection. The RIVINGTON, available from January 2010, is a stylish five-piece shaker design finished in a clean ivory painted effect.

Joining a growing family of shaker doors within the Prima Kitchen Collection, Rivington is a welcome addition to the range of oak, beech and walnut-effect fascia's in this style. The modern ivory coloured door is complemented with a chunky aluminium-effect handle and teams up well with stainless steel appliances and accessories.

Being part of the kitchengroup's entry-level Prima brand, means the new Rivington kitchen will appeal to a wide audience due to its exceptional value-for-money, high quality manufacturing and well-designed looks.

Amanda Watson, Product Manager for the kitchengroup, said: "The shaker design is still a modern day classic and continues to enjoy steady sales with our customers. This is due to the incredible versatility of this design – it can be dressed up or down to suit many styles and customers recognise the longevity associated with such a kitchen."

The Prima Kitchen Collection is complemented with a comprehensive choice of accessories, storage solutions, lighting and worktops, as well as a range of equally impressive appliances, also under the Prima brand.

Cont/...

For further information on the new Rivington kitchen from Prima, including display package promotions, contact the kitchengroup on Tel: 0800 8 77 88 99 (sales), 01204 366000 (customer service) or visit [www.kitchengroup.co.uk](http://www.kitchengroup.co.uk)

-oOo-



**The New Rivington kitchen from Prima**

**kitchengroup****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.