

PRESS RELEASE

A New Solid Oak From Prima

(ref: KG-339 / JANUARY 2010)

The kitchengroup has added a new framed kitchen door design to its popular value-for-money Prima Kitchen Collection. The SHERWOOD kitchen is a solid light oak framed shaker door with veneered centre panel.

Featuring a slim stainless steel-effect bar handle, the new Sherwood kitchen is one of three new 2010 furniture ranges for Prima, and its classic shaker design makes it a very versatile choice for satisfying many styles and tastes.

Being part of the exceptionally competitive Prima collection, kitchengroup say the new Sherwood kitchen will appeal to wide audience seeking a solid timber framed door, yet on a surprisingly low budget.

"A classic design, teamed with a timeless colour, makes the stylish Sherwood kitchen a very desirable new furniture range – at a very appealing price," said kitchen product manager, Amanda Watson of the kitchengroup.

As well as being a value-for-money collection, Prima is currently offering stockists a range of competitive consumer discounts as well as new Prima point-of-sale and marketing material, such as A2 Special Offer posters, new kitchen display cards and a handy new A5 easy-to-use 2010 price guide.

With a 15mm durable white carcass as standard, all kitchens within the Prima Collection can be upgraded to an 18mm carcass, available in a choice of six coordinating carcass colours.

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In addition, the Prima Kitchen Collection is complemented with a comprehensive choice of accessories, storage solutions, lighting, worktops, appliances, sinks and taps – in fact all you need for the complete kitchen one-stop shop.

For further information on the new Sherwood kitchen from Prima, as featured in the new 2010 Prima Kitchen Collection brochure, contact the kitchengroup on T: 0800 8 77 88 99 or visit www.kitchengroup.co.uk

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The New Sherwood kitchen from Prima



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.