

PRESS RELEASE

Life's a Beech!

(ref: KG-340 / JANUARY 2010)

The new HARLOW kitchen furniture range is the latest kitchen to be launched by value brand, Prima Kitchens of the kitchengroup. A beech-effect slab door fascia, the new Harlow joins five other slab panel designs within the popular collection.



The New Harlow kitchen from Prima

With an attractive vertical wood grain effect finish, the clean lines of the Harlow door are complemented perfectly with a sleek, horizontal 14mm stainless steel bar handle and black Everest Crystal worktop.

Commented Amanda Watson, Product Manager of the kitchengroup: "The slab panel door is selling well at the moment as its simplistic charm follows the current demand for convenience and efficiency in today's home. The new Harlow kitchen's clean and 'no fuss' approach to kitchen space, combined with its superb value-for-money, should make it a firm favourite with the discerning customer."

The Prima Kitchen Collection offers a durable 15mm white carcass as standard, however customers also have the option of upgrading to an 18mm carcass, available in a choice of six coordinating carcass colours. In addition, the range is complemented with a comprehensive choice of Prima accessories, storage solutions, lighting and worktops, as well as a collection of equally competitively priced Prima appliances (as pictured).

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For further information on the new Harlow kitchen from Prima, as featured in the new 2010 Prima Kitchen Collection brochure, contact the kitchengroup on Tel: 0800 8 77 88 99 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.