

PRESS RELEASE

Special K dealer displays...

(ref: KG-347 / FEBRUARY 2010)

The kitchengroup has boosted its support to its K Kitchen stockists with a new range of branded SALE Point of Sale (POS) display materials, for maximum showroom presence during its current Essential Kitchen Sale.

Based on the success of last year's K Kitchen POS, and the kitchengroup's increasing investment into ongoing support for its dealers, the kitchen manufacturer has produced a fresh range of POS materials to support the current Sale.

Measuring in at 1m x 0.7m, two large eye-catching Sale posters (pictured) featuring one lifestyle image and one striking visual image, set the theme for the Sale. With up to 30% off a range of contemporary and classic kitchen furniture designs from the K Collection, the new POS range has been designed for big consumer impact, aiming to help boost stockist sales and effectively communicate the range of promotions available.

The full range of Sale POS follows the same 'Essential Kitchen Sale' branding, striking red/black colour scheme and lifestyle imagery - and includes promotional items such as A3 counter-top strut cards; Sale sash rolls; Sale tags; and a range of dealer support adverts on disc or available to download from www.k-kitchens.co.uk – ideal for local advertising and raising your profile.

Amanda Watson, Product Manager of the kitchengroup said: "Effective POS materials can transform a showroom, helping to create more eye-catching displays for effective product promotion and consumer appeal. POS is important for consumer brand awareness and has become an integral part of the support package available from the kitchengroup."

Cont/...



The new Sale POS range complements the current choice of K Kitchen display material, which considers every aspect of product promotion, from floor to ceiling, and from shelf, to wall, to window. This includes regularly updated branded materials, designed to communicate the style, quality and prestige of a K Kitchen - such as A4 K range information cards & perspex holders; window stickers; kitchen door wobblers; A3 landscape presenters; perspex logo plaques; and showroom DVD's.

With a team dedicated to showroom design and merchandising, the kitchengroup offers free professional advice on all aspects of K Kitchen showroom displays. The manufacturer also offers highly competitive display deals for stockists displaying the K Kitchens range. For further information, contact the kitchengroup on 0800 8 77 88 99 or visit

www.kitchengroup.co.uk / www.k-kitchens.co.uk

-oOo-



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.