

PRESS RELEASE

PJH in sync with Abode

(ref: PJH354 / APRIL 2010)

The PJH Group has strengthened its partnership with kitchen tap and sink specialist, Abode, by adding the new collection of designer kitchen sinks, launched at last month's KBB show, to its kitchen and appliance portfolio distributed to the independent trade.

Becoming the first distributor to supply the new Abode sink range on a truly national scale, the move follows a successful first year of working with Abode, distributing a wide range of Abode kitchen taps. This new partnership presents both parties and customers with an exciting new range of opportunities for sales growth in 2010.

Furthermore, the addition of the innovative and design-led Abode sink collection enables PJH to offer its discerning customer base an unrivalled choice of 'Good, Better & Best' price points – since Abode will join and complement other leading sink brands distributed by PJH, namely Franke, Astracast and own-brand Prima.

Ian Parkinson, PJH Group Product Manager Appliances & Sinks, said: "We are delighted to be teaming up with Abode once again and very excited about integrating the stylish new sink collection with the current mixertap designs. To support this launch to our stockists, PJH has devised a highly competitive range of introductory deals on Abode sink and tap packages, supported by a full range of the distinctly stylish Abode branded display stands, POS and brochures."

Managing Director of Abode, Darren Holliday, added, "Building on our strong relationship with the UK's leading distributor is nothing but good news for the Abode brand. This is a fantastic opportunity for customers, as combining the strengths of PJH's huge stockholding, distribution and customer service capabilities with the quality and design innovation of the new Abode kitchen sink collection, opens up a wide range of benefits to the independent stockist."

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The comprehensive Abode sink range reflects the same cutting edge design ethos as Abode's kitchen mixertaps – and has been created to synchronise with the taps offering a combined logic, enhanced performance and simplicity of form. Abode's unique 'Kitchen Sync' programme helps the customer to visualise sink and tap combinations, offering new inspiration for the changing habits of sink usage and the complete work-station idea.

Being available from the UK's largest distributor, PJH Group customers interested in the new Abode kitchen sink collection can benefit from highly competitive display terms, next day delivery (to most UK areas) and exceptional levels of customer service. For further information contact your PJH sales development manager or the PJH Group on freephone **0800 8 77 88 99** / email: info@pjhgroup.com. For further information on Abode, visit www.abode.eu



*Logik Large Single Bowl Inset Sink with Black Glass Covers:
(one of the many new Abode sinks now available from PJH Group)*

-Ends-

Notes to Editor:

The PJH Group is the UK's largest distributor of kitchens and bathrooms with over 580,000 sq ft of warehouse space and approximately £16m stockholding. Established in 1972, the company is based in Bolton, operates throughout seven UK sites and employs over 700 people.

Customers include over 4,000 independent retailers, builders merchants, housebuilders, developers and specifiers. PJH own-brands include Prima (Kitchens & Appliances), K Kitchens and Moods Bathrooms.

The PJH Group is part of the Globe Union Group, a world class design, marketing, manufacturing and trading organisation supplying kitchen and bathroom products to customers worldwide.

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