

PRESS RELEASE

PJH launches new Bathroom Collection literature

(ref: PJH360 / APRIL 2010)

The launch of the PJH Group's 2010 Bathroom Collection last month has been supported with a 216-page consumer bathroom brochure and a practical pocket-sized trade news leaflet specifically for the stockist.

The stunning new consumer bathroom brochure, PJH's largest ever, features its latest portfolio of bathroom products from own-brand Moods, as well as leading partners, Jacuzzi, April, Just Trays and Triton. Following on from the success of its 2009 consumer Bathroom Collection brochure, PJH has enhanced the new literature with a range of innovative new products, additional stunning new photography and more user-friendly bathroom information guides, all stylishly presented for maximum consumer appeal.



Overflowing with inspirational lifestyle images and practical advice, PJH say the contemporary new brochure is the perfect merchandising accessory for its trade customers, aiming to maximise showroom appeal and encourage sales.

Lucy Humphries, Bathroom Category Director, PJH Group, said of the new Bathroom Collection brochure: "This is a wow-factor catalogue and provides the end-user with an unrivalled choice of the very latest designs in bathrooms, as well as many exclusive ranges. Our carefully selected choice of products aims to appeal to a variety of styles, budgets and tastes, whilst offering the stockist some excellent margins."

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To help its trade customers further, PJH has also issued a compact 16-page News leaflet for the bathroom stockist, summarising many of the new product launches from Moods, April and Just Trays, and highlighting some of the outstanding, market-leading display deals currently available. The handy leaflet also offers helpful advice about showroom displays, outlining the full range of POS support material available from PJH.

Highlights of the 2010 Bathroom Collection brochure from PJH include new ranges of fitted bathroom furniture, shower enclosures, free-standing baths and space-saving en-suite/cloakroom solutions from Moods, as well as a new Undertile heating range from Warmup and the new JT40 Fusion collection of shower trays from Just Trays.

For further information on the PJH Group's new 2010 Bathroom Collection brochure, as well as the supporting Trade News leaflet, contact the distributor on freephone **0800 8 77 88 99**, email: info@pjhgroup.com or visit the new web site, www.thebathroomcollection.co.uk

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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, Bathrooms & 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.