

**PRESS RELEASE****Growth of Prima brand leads to new appointment**

(ref: PJH370 – MAY 2010)

The PJH Group welcomes Michael Arnott (27) as its new Prima Appliances UK Product Manager. A new role within the PJH Group, Michael's appointment is a result of recent growth of the own-brand appliance collection which has been established for over 20 years.

Michael, from Manchester, has swiftly progressed his career since completing an MSc in Procurement & Logistics followed by invaluable experience gained at Linmark Electronics, covering the Audio Visual & SDA markets. In his role as AV buying manager, the fast paced environment of dealing with manufacturers and retailers on both OEM and in-house branded consumer electronics provided Michael with a terrific introduction to the electrical retailing industry and solid foundations for pursuing his career in product management.

Speaking of his appointment at PJH Group, Michael said: "I wanted to pursue my career with a leading player in the industry and PJH ticked all the right boxes. My new position of product manager for Prima Appliances is a fantastically challenging role, and I am looking forward to marketing and growing the brand further, building on the range's exceptional levels of quality, value and performance."

As the UK's largest distributor of bathrooms, kitchens and appliances, PJH wanted to give its successful Prima Appliance range the dedicated brand resource it now needs for further growth, so Michael will focus primarily on product development, marketing and customer service initiatives. The first of these has been the introduction of a Two Year Guarantee available on all Prima Appliances.

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Created for the kitchen specialist and its discerning consumer, the entry-level Prima brand is synonymous for its European build quality, product performance, reliability and value for money. The collection includes a comprehensive choice of cooking, cooling and washing appliances.

For further information on Prima Appliances, contact the PJH Group on Tel: **0800 8 77 88 99** or visit [www.prima-appliances.co.uk](http://www.prima-appliances.co.uk)



Michael Arnott

**-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 Moods Bathrooms, K Kitchens, Prima Kitchens & Prima Appliances.

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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