

PRESS RELEASE

New added peace of mind from Prima

(ref: PJH366 / May 2010)

The PJH Group has launched a new **Free Two Year Parts and Labour Guarantee** on its own-brand Prima Appliances collection. The Guarantee replaces the previous one year warranty, and is a result of PJH's continued commitment to its Prima retail and merchant partners.

Joining the new Guarantee is a dedicated Prima Repaircare telephone number (0844 576 6841) open 7 days a week for all Guarantee enquiries throughout the entire Prima Appliances collection. This one service line contact replaces a previous nine telephone numbers relating to different appliance models and thereby streamlines the system for everyone.

Applicable with immediate effect, to qualify for the Free Two Year Guarantee, the consumer must register the warranty within 30 days of purchase, using new Guarantee registration cards supplied by PJH. To support the improved scheme and help communicate this to the consumer, a new range of Prima branded point-of-sale materials are also available from PJH, designed for big showroom impact to help boost sales.

Michael Arnott, Prima Appliances Product Manager, said: "This enhancement to our appliance collection is terrific news for both the stockist and the consumer. We are continuously striving to improve the Prima product specification and customer service levels – and this new added peace of mind is a perfect example of our dedication to the customer. This is a great new marketing tool so we urge all our stockists to highlight this to the consumer wherever possible."

The Free Two Year Guarantee is managed by a dedicated Prima customer service team and carried out by a nationwide fleet of service engineers.

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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 the new two year warranty from Prima Appliances, contact the PJH Group on T: **0800 8 77 88 99** or www.prima-appliances.co.uk



The New Prima Two Year Guarantee registration card

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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 & 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.