



DESIGNED TO LOVE



PRESS RELEASE

Stockholm shakes up the style

(ref: KG-374 / JULY 2010)

For the ultimate mixture of ultra modern meets true classic, then the new STOCKHOLM shaker kitchen from K Kitchens should tick all the boxes. Responding to the steady demand for all styles of the well established shaker frontal, K Kitchens has added another stunning shaker design to its growing kitchen furniture collection.

A sleek, white gloss shaker door design, the clean and crisp looks of the new Stockholm kitchen offer total versatility when it comes to dressing in a contemporary or traditional manner. Display with black accessories and metallics for the latest monochrome look, or opt for the modern classic by teaming up with timber surfaces and a range cooker.

Pictured with the new walnut gloss worktop from K Kitchens and a 14mm stainless steel square bar handle, Stockholm looks set to impress the consumer with its highly reflective looks and streamlined finish.

In addition, the K Kitchens brand, available from the kitchengroup, has just undergone a fresh new look, themed around its new strapline, "Designed To Love", so a whole host of enhanced POS, brochures and marketing collateral is now available to help promote the new Stockholm kitchen to the consumer.

The kitchengroup's product manager, Amanda Watson, said: "Shaker styled kitchens always prove extremely popular with our stockists and their customers. There are now many takes on this true design classic, from rustic charm to contemporary chic, yet most versions still retain the versatility to suit many styles and tastes."

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K Kitchens has also launched a new range of accessories, lighting and storage solutions to add to its already comprehensive collection, presenting the stockist with plenty of 'finishing touches' to transform kitchen designs and maximise sales margins.

For further information on the new Stockholm kitchen from K Kitchens, contact the kitchengroup on Tel: **0800 8 77 88 99** or visit www.kitchengroup.co.uk or www.k-kitchens.co.uk



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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.

