

PRESS RELEASE

PJH unveils new Bathrooms To Love brochure

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The PJH Group has unveiled its latest consumer bathroom brochure, featuring a host of new products as well as a new name, '**Bathrooms to Love**'.

Following the theme recently taken by its collection of kitchens, 'Kitchens to Love', PJH aims to strengthen the link between its family of products. Both bathroom and kitchen collections are now presented in a similar brand style, aiming to remind customers of the comprehensive product choice, high quality properties and exceptional customer service associated with the brands supplied by the PJH Group.



An essential merchandising tool to encourage sales, the 180-page 'Bathrooms to Love' brochure features a luxurious matt laminate cover, a large new range of product additions, stunning new photography, helpful bathroom tips and advice to inspire the consumer, and above all, an aspirational feel to help sell bathrooms.

Featuring a large choice of bathroom products from its own-brands Moods and Wellness, PJH also offers a range of showers and enclosures from Mertyn, April and Triton. There are new product additions to all brand collections, in particular Moods – designed and developed for their on-trend styling, exceptional product quality and great functionality. New Moods lines span all product groups and are exclusive to PJH Group, including an innovative Shower Tower, a new range of shower cabins, an exclusive range of bespoke handcrafted modular furniture, an ultra stylish and space-saving Eco suite, market leading technology in the form of a Bluetooth enabled music system for baths, and more...

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Speaking of the launch, Nick Platt, Director of Bathroom Category at PJH Group, said: "Our new wow-factor bathroom brochure has been designed for maximum consumer appeal and inspiration. We have invested heavily in designing new, innovative products that are 100% exclusive to the PJH Group, giving our end-users unrivalled choice and our customers an outstanding opportunity to drive sales and margin."

For further information on the new 'Bathrooms To Love' brochure from PJH Group, as well as POS support packages, display deals and marketing support, contact the PJH Group on T: **0800 8 77 88 99**, visit www.bathroomstolove.co.uk (where you can download the new brochure) or speak to your local PJH sales development manager.

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Notes to Editor:

The PJH Group is the UK's largest supplier of bathrooms, kitchens and appliances 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, Ram 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.