



DER KREIS
KITCHEN & BATHROOM
BUYING GROUP

KBBG NEWSFLASH December 2014 - no. 3

KBBG

newsflash

KÜCHENMEILE REVIEW 2014

NEW UK HEAD OFFICE



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Managing director KBBG

FORWARD THINKING FROM THE KITCHEN & BATHROOM BUYING GROUP

A very warm welcome to this winter edition of the KBBG Newsletter. We have dedicated most of this issue to coverage of the recent 'Küchenmeile' in Germany. As you may know this annual kitchen extravaganza is when the German kitchen manufacturers open their doors in order to present their new product offerings for the coming year. Increasingly the 'Küchenmeile' is becoming an international affair with many overseas visitors attending the week-long event. However it still seems somewhat 'off the radar' to many UK kitchen retailers, but hopefully that will change as German kitchen companies continue to lead the way either with appliances or furniture. The beauty of this event is that as most of the manufacturers are located

within a few miles of each other, so it is very easy to visit a number of them over a couple of days. This years 'Küchenmeile' was in very bullish and confident mood, and no wonder, as the German kitchen industry continues to go from strength to strength offering as it does market leading design, quality and incredible value for money. We have tried to summarise below some of the high-lights from this year's event. Do consider attending in 2015, you will not be disappointed. Please contact me if you require any information about 'Küchenmeile 2015'.

May I take this opportunity to thank you for all your valued support throughout 2014 and wish you and your family a very Happy Christmas and a prosperous New Year.



KÜCHENMEILE REVIEW 2014

Logic... KITCHEN

Logic from Nolte

There were two very popular trends among the furniture manufacturers, strong door colours and greater emphasis on entry level price groups. Nolte were no exception, introducing a number of eye catching door colours including papyrus grey. Further new introductions of note include a maxi-height base carcass, 90cm high, as standard, affording greater design possibilities, as well as a significant increase in storage capacity. Nolte also introduced a brand new budget kitchen range, Nolte Eco, comprising 37 fronts, 10 ranges and 9 carcass colours. At the other end of the price scale, Nolte Neo is a new stand-alone premium range offering almost limitless possibilities in terms of design, size and colour.



VIVARI

Vivari from Nobilia

The world's largest kitchen company did not disappoint with a raft of new door colours and designs under the heading of 'Design meets Nature'. Of the 26 new doors, the most eye-catching were those with the latest structured timber effect giving an almost perfect resemblance to real wood. The popular Line N handle-less range has been further expanded with the introduction of a number of new satin door finishes.

nobilia



Collection No.1 from Ballerina

Ballerina Küchen

Following the theme of the 'Küchenmeile', Ballerina introduced a number of new colours and materials in its price groups One to Three, including new matt and satin lacquer finishes. Further new product introductions comprised of a range of useful sliding wall doors and island base doors, which run to the floor, hiding the plinth. Ballerina, in keeping with a number of the German manufacturers are clearly targeting the ageing consumer, as well as those less flexible and mobile. Although this may be currently perceived as a niche market, undoubtedly it is a sector set to grow significantly.



zeyko

Zeyko

World renowned for its quality, innovation and design flair, Zeyko is never afraid to push the boundaries. Two years ago they launched the concrete kitchen, where each concrete door is hand finished. This year Zeyko introduced a number of unique door finishes including a new copper material alongside a beautiful range of glass fronts.





La Vie from Störmer
In keeping with its reputation for market leading design, Störmer introduced

a host of new door finishes, again many were to be found in the entry level price groups, offering lacquer finishes at very competitive price points. There were a number of new handle trim colour options in both satin and matt for the Störmer handle-less range, including eye-catching copper. Further new introductions saw a range of weathered timber fronts as well as stainless steel.



KuchenLuxe & KuchenTec from Bauformat Burger

As always it was a pleasure to visit the excellent Bauformat head office showroom. Unlike most of its German competitors, with their shiny modern showrooms, Bauformat opts for a traditional farmhouse setting with plenty of exposed beams etc. This year's new product offering saw a dramatic expansion of the KuchenTec range. Previously this offer could be described as the poor relation to the KuchenLuxe collection, but not anymore, with 26 new KuchenTec doors and 5 new carcass colours. However KuchenLuxe was not forgotten with a whole host of new doors, worktops and carcass colours being launched.

OTHER KBBG NEWS

Sycamore Lighting

We are pleased to announce that KBBG members will be able to access exclusive additional buying discounts from Sycamore Lighting, the UK's leading kitchen lighting company. Further details to follow, plus we will be posting out to you a new page for your KBBG binder.

Two exclusive KBBG Member promotions

In October we launched two exclusive KBBG member promotions, giving members the opportunity to benefit from incredible savings. The first is from Jetstone and their ceramic worktop range, from £500 net cost, including template and installation (conditions apply). Members may also take advantage of a 50% display discount across the full range of Britannia and Bertazzoni range cookers and Best cooker hoods. Both offers run until 31st December 2014. Please support these offers, we hope to announce further exclusive supplier promotions in the coming weeks. Please contact Bill Miller for further details of these two promotions.

**New UK
Head Office**

In line with the rapid growth of the KBBG, we have just opened our new UK head office based in Southampton. This state of the art facility offers easy access from the motorway, free onsite parking and a number of meeting rooms. Please let us know if you are in the Southampton area and you can join us for a coffee and we will show you around.



NOT YET A KBBG MEMBER OR DO YOU KNOW

SOMEONE WHO WOULD LIKE TO JOIN?

THEN PLEASE CONTACT BILL MILLER, SO THAT

YOU TOO CAN BENEFIT FROM EUROPE'S LARGEST

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