



**DER KREIS**  
KITCHEN & BATHROOM  
BUYING GROUP

KBBG NEWSFLASH JUNE 2015 - no. 5

# KBBG

# newsflash

## SECOND ANNUAL KBBG MEMBERS' CONFERENCE HOSTED BY MIELE GB

### SIMPLIFY WITH THE KITCHEN & BATHROOM BUYING GROUP

On the 18th May 2015, KBBG members from all over the UK gathered together, with group suppliers and DER KREIS colleagues, for the second Annual Members' Conference. This year the event was very kindly hosted by Miele GB at their superb, award winning, Experience Centre, Abingdon.

MD DER KREIS UK. The conference theme was 'Simplicity', focusing on the challenging market conditions over recent years, and that now was a very good time to simplify members' businesses by refocusing on those activities that drive their businesses, namely increasing sales, saving time and improving the bottom line. Everything else needs to be managed so that maximum time is spent on what matters most.

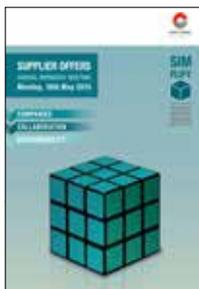


**Bill Miller**  
Managing director KBBG

Members were welcomed to the conference by a short address from Simon Grantham, the Miele CEO, followed by presentations from Marcel Crezee, the DER KREIS European CEO and Bill Miller,

*"Thank you DER KREIS for an excellent day. It was great to see some old faces and meet potential new suppliers; the speech from Wayne was fantastic and a real high point of the day."*

**Jim Gettings** Owner of JS House of Design



## “There has never been a better time to be an independent kitchen specialist”

Bill Miller’s presentations set-out firmly that there has never been a better time to be an independent kitchen specialist. One of the most significant reasons highlighted was the fact that the key consumer group, the over 50s age group, values personal customer service and quality product proposition, offered by independents, in a way that is impossible for national retailer chains and other non-independents to match. However, in order to realise this huge business potential the customer buying experience offered by independents has to be right, both in terms of showroom displays and the external showroom appearance.



Members made good use of the superb Miele demonstration kitchens, cooking a variety of cakes, which they were able to sample during the afternoon tea break. Following an excellent buffet lunch, provided by Miele, and a great networking opportunity, Miele took members on a tour of their outstanding product showroom, allowing members to see for themselves why Miele is such an iconic brand with an unrivalled reputation for reliability and quality.



In the afternoon, the conference was joined by the key note speaker, Wayne Hemingway MBE from Hemingway Design, the well-known designer and co-founder of the Red or Dead fashion label. Without doubt, Wayne’s presentation was the highlight of the day for many members, as he told a number of anecdotes about his life as an entrepreneur and designer. He showed many examples, from his vast portfolio of past and present design projects, clearly illustrating his design philosophy of generosity and trusting in people. All too soon his presentation came to an end. The conference concluded around 4.00 pm, and it was



**Wayne Hemingway MBE from Hemingway Design**

fair to say that everyone who attended, found it both interesting and enjoyable, and said that they looked forward to next year’s event.

*“I found all the presentations beneficial and informative and it was good to catch up with other members and meet new suppliers.”*

**John Harvey Managing Director Lida Cucina**



## Exclusive Conference Offers

Prior to the conference, we asked leading KBBG suppliers to provide members attending with a very special offer and promotion. They did not disappoint, with nearly all KBBG suppliers presenting amazing offers for members, from free AEG display products; Vivari offering contribution of €1,000 for each new kitchen furniture display from

Nobilia, while Caple offered additional generous appliance discounts. All the offers were detailed in a special conference leaflet and handed to members upon arrival. Many members said that they were very impressed with the level of the offers and would certainly be making use of them in the coming weeks.

## KBBG InfoNET system

It was announced at the conference that our exclusive members' only online InfoNET information system is now up and running. This is accessed by members, via the KBBG website, by clicking on the InfoNET link button. Each member has their own individual log-on code; this code has been mailed out to all members; please contact Bill Miller if you haven't received this or have problems logging on. The InfoNET system allows members to view the most up to date KBBG / DER KREIS news and social media activity; details of the latest KBBG suppliers promotions, and importantly, copies of all the KBBG suppliers' Buying Conditions.

## KBB Exhibition 2016

It was announced that KBBG will exhibit at the KBB show next year, at the NEC Birmingham, from 6th to 9th March 2016. Details of partner kitchen suppliers, and the stand number, will be sent to members in due course. Please record these dates in your diary, as this will probably be the most important kitchen exhibition for many years, and you will not want to miss it.

*"Thanks for an excellent day."*

*Darren Cox Owner of Clarendon Designs*



***Thanks again to all those members and suppliers who attended the KBBG conference, and we look forward to seeing you in 2016!***



**CEO Miele  
Simon  
Grantham**



**CEO DER KREIS UK  
Marcel Crezee**



**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  
SPECIALIST BUYING GROUP**

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