

October 2025



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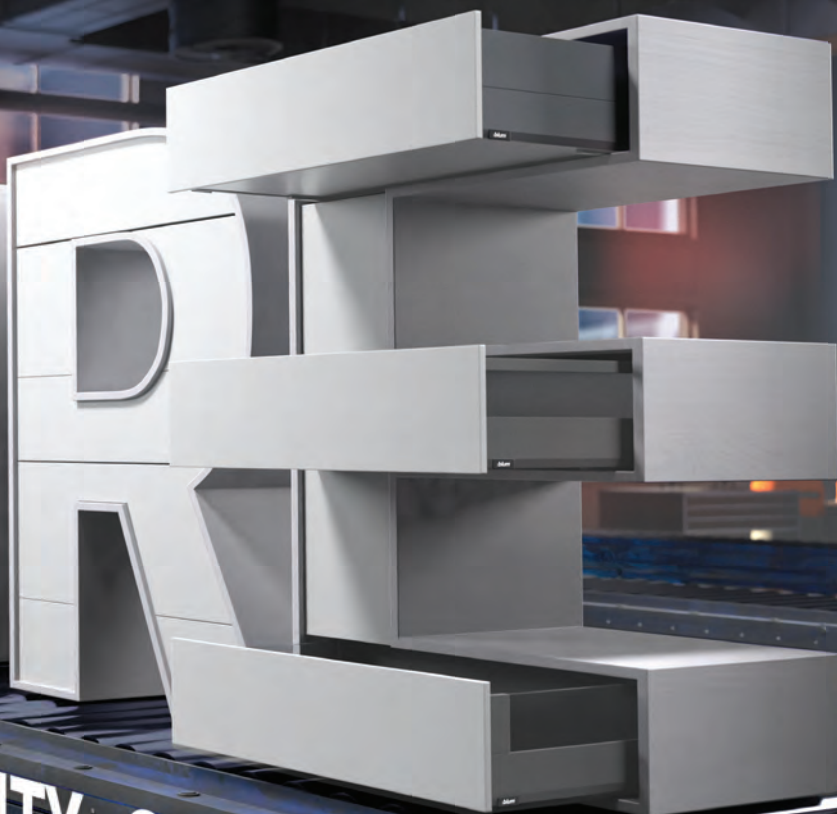
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BKU Magazine

Hello and welcome to another issue of BKU. Following on from my trip to Dublin last month to check out Flair's flagship Visitor Centre (be sure to check out my chat with Johnny O'Callaghan this issue) I headed up to Birmingham for the KBSA conference and awards this month. Personal highlights include watching people getting smacked in the face by a foam microphone thrown at anyone brave enough to want to say something, a speaker asking how people felt, only to find "hungry" one of the top answers on the big crowd-shared screen, and the excellent Colin Murray doing a sterling job at the awards. The issue speaks for itself, which is why I'm going to stop talking now.

Enjoy.

*Matt*

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## Metallics make moody kitchens

Metallic finishes have become a standout trend in today's kitchens, bringing a sense of luxury and refinement to the home. They continue to be among the top-trending searches on Pinterest. From gleaming copper sinks to elegant gold taps, metallic accents can infuse any kitchen with warmth, personality and a touch of glamour.

One of the main reasons metallics have become so popular is their ability to complement a variety of design looks, whether modern, industrial or traditional. For example, gold or copper accents sit happily in a classic country-style kitchen as well as a sleek contemporary space. There are no design rules that you have to stick to.

Another benefit is their ability to reflect light. Light bounces off reflective materials, making the room feel airier, and visually expanding smaller kitchens. In darker schemes, metallic finishes complement the mood and add flair, catching and amplifying the available light.

Tying metallic finishes together across a suite of products is the ultimate for creating a luxurious and holistic design. The aesthetics will sing out, creating an experiential cooking and living space. Our newly extended Mythos Masterpiece collection has been designed to do just that. With a comprehensive collection of sinks, taps, suspended or wall-mounted hoods and accessories in gold, copper and anthracite, designers can create the highly customised looks sought after by customers.

**Comment by Chris Gallagher, Sales Director, Franke UK**

## Grey interiors boost cool metallic finishes in the bathroom

From polished and raw concrete to natural slate, coloured sanitaryware and striking metallic finishes, the colour grey is lending itself to monochromatic bathroom schemes by creating a calming environment. In fact, 2026 is predicted to be the year of layering with customers opting for a bathroom scheme, which uses variations of the same colour to simplify the design process and speed up the product selection by focusing on one primary shade to introduce colour, texture and form.



**Comment by Clive Griffiths,**  
Manager, Grange Design

With so many options available, chrome basin mixers, bath taps, and showering solutions remain the number one choice for creating an impactful grey bathroom scheme thanks to the silvery-blue high shine finish, which is low-maintenance, durable and sleek in appearance. Cool metallic brassware continues to lend itself to all sizes of bathroom space with the downstairs cloakroom or ensuite enjoying its reflective qualities, and larger bathrooms benefiting from chromes durable, easy-clean properties.

## A reflection of real-life living

Kitchens today are no longer just about cooking. They're places to gather, to socialise, to work and to unwind. And the products that are gaining popularity are often those that reflect this multifunctional reality. The workstation sink sits firmly in that category.

Rather than having to move between different areas for different tasks, from washing to prepping to draining, it allows for a more fluid, centralised approach. Everything needed for food prep and clean-up can be within arm's reach, which supports the kind of seamless functionality more and more customers are after.

It's also well suited to busy households where several people might be using the kitchen at once. Being able to manage multiple tasks in one zone makes it easier to keep things running smoothly and keep mess to a minimum.



**Comment by Daniel Boulton,**  
Procurement Manager, Clearwater



## Digital Destiny

If you want to give your customers and trade partners exactly what they need, and boost your sales, you can't rely on static displays alone. Expanding your digital design capabilities is now essential to inspire, engage and convert more buyers. Showrooms are still valuable, but today's shoppers expect to "see before they buy."

KBB showrooms have always been a source of inspiration, with inspirational displays giving customers



**Comment by Dean Smith,**  
*Head of Sales KBFR EMEA, Cyncl*

something tangible to experience. Increasingly, digital tools are part of that environment too. Customers want to understand how products will look in their own homes, whether that means a family kitchen or a compact bathroom and software makes that possible in ways that a physical display cannot.

Buying a kitchen or bathroom is rarely a quick decision. It's an investment that comes with plenty of options, often leaving consumers overwhelmed by choice. Showrooms are there to simplify that process, providing reassurance and sparking ideas. But inspiration today is more visual and interactive than ever before. And that's why choosing the right software to clinch those sales is critical.

## Talking Trends

The spa bathroom trend will likely evolve with more personalised touches and advanced tech. Natural and sustainable materials will gain popularity, and the focus will continue on blending luxury with practicality to create relaxing, unique spaces.

Tiles will remain the most popular type of bathroom wall covering in 2026 and will play an ever-bigger role in tying design schemes together. Porcelain and ceramic tiles will be firm favourites across walls and floors as underfloor heating becomes more prevalent in bathrooms.

Cohesion is also becoming increasingly important in bathroom design. Homeowners are looking for ways to create a harmonious and unified look, where every element complements the overall design. This is why our brassware collections are designed with matching finishes across taps, showers, accessories and even basins. Whether it's brushed brass or matt black, these finishes ensure that everything from showers to shelving works together seamlessly.



**Comment by Alvin Biggs,**  
*Managing Director, RAK Ceramics UK*

## Kitchen owners embrace the hidden utility room



Meeting the needs of today's multi-purpose home and lifestyle is essential, and the most in demand door options right now are making it possible to reconfigure open plan living environments to include a separate kitchen and utility room in one complete space.

Now considered a go to for anyone wanting to streamline aesthetics, manage noise, and add an element of privacy throughout the ground floor, special full-height doors that open in reverse not only provide space to relocate electrical appliances like the washing machine, tumble dryer and drinks fridge from the main kitchen but also create a brand-new room not present before!

Available hinged left or right, these types of door solutions are helping to create discreet entry through a run of cabinets to reveal a self-contained room, which can be suited to your customers' needs in terms of size, layout, style, materials, colour, lighting, and overall product mix.

**Comment by Matt Phillips,** *Head of UK Operations, Rotpunkt*



Johnny O'Callaghan



## Flair Showers

*Matt Broughton popped over to Dublin to check out Flair Showers' flagship Visitor Centre and HQ, see the product range in action, and try his first ever pint of Guinness (at the age of 54 no less!) He also spoke with Flair's Sales Director, ROI & Exports, Johnny O'Callaghan.*

**Matt: How has this year been so far for Flair Showers?**

**Johnny:** We're now in the UK/GB markets. We first went in 2021, and we've made great progress over the last four years. This year we've really seen the benefits of that - working with independents, bricks and mortar, bathroom showrooms and retailers - where we've created great partnerships and now have a very loyal customer base that uses our products on a regular basis.

A couple of the key things that we've added from a product point of view are that we've added more colours to the range - especially in our ETO 8mm framed collection - where we are now offering gun metal and bronze finishes to the frames of the product. This has been a huge plus for us.

And then, for the professional installer, back in April of this year, we launched with our roadshow a range called the Verve PRO 8 collection, and this really suits a certain segment in the market where professional building contractors want a really stylish, easy-to-assemble product. That's again offered in three colour finishes: silver, matte black, and brushed brass.

Regarding the market, it's been challenging. The first quarter was very sluggish, I think for lots of different reasons. We got off to a very bad start, and I'm sure there were the same storms in GB, so we lost a bit of time in the first two weeks. We made a good recovery, and April was actually a fantastic month for us overall. The second quarter was improved, but what we've noticed, especially in July and August, is that things have definitely been more challenging.

The feedback from the customer base is that the footfall is way down in the premises, in the showrooms and in the merchants. So, I think a lot of things outside of our control may be driving that a little bit as well, you know.

**Matt: For 2025 was there a particular goal or initiative driving the business?**

**Johnny:** Yes, our big goal for 2025 was to launch our Verve PRO 8 with Click-Fit PRO. We've achieved that, and it's been about getting that messaging across to a bigger and wider audience; that's proven really popular for us. I suppose the way we view the business, 80% of our sales come from what we call our mid-level range, and roughly 20% comes from the premium



level range, so it's so critical that we get that mid-level range correct, and that's working really well for us right now.

**Matt: How often do these big 'moments' occur for the company?**

**Johnny:** I suppose since 2018 we've brought five new ranges to the marketplace. That was a huge part of the success of the business because it gives the customer many more options to select from, so we're not really playing in only one area; we can supply that to different channels. I suppose it was kind of extraordinary in that we launched so many ranges in a short period of time. We obviously look to the future, and we plan to launch more premium level ranges in 2026.

**Matt: It seems like a lot of the products are - understandably - variations on an existing theme. Will that remain?**

**Johnny:** Exactly. We still want to keep a lot of the same design language. So, not compromising on the quality, but to look at new innovations that will help both the old customers and the new consumers make their purchases.







**Matt: Are there any gaps in your ranges you've still to approach?**

**Johnny:** I suppose really where we need to look is only for a more inclusive range of products for the consumer base where people might need some assistance - a more inclusive range for people with accessibility needs. That's something that we have in mind, because the reality is that there's a huge number of families across all markets that have to care for family members, no matter what age they are.

**Matt: And would that involve adapting existing products or a whole new range?**

**Johnny:** That might be a brand-new range. It's a very specialised area where you need to look at

different options to suit different homes. Again, that's where a person just needs a bit of assistance to use the showering area, or whether they need something more like level access. So, it's a wider variety. I suppose the one big piece of feedback we get from the industry is that a lot of products that are used by the less able right now look more like they belong in a hospital setting, and people don't want that for their own home. So, it's about trying to create something more personal.

As I say, we always plan forward - at least two to three years - just trying to get prepared for what's coming down the line. One of the biggest challenges I've noticed in the market over the last 12 months is that there are so many different colour options for consumers. It's very hard to quantify how much value that will bring to the business, and I'm sure a lot of our competitors are probably feeling the same. There's definitely a need for it - there's no question of that - but I suppose the question is what is the next colour? That's something we're trying to investigate at the moment. I suppose it's a more neutral style of colours that seems to be very popular right now.

**Matt: Can you talk a little about Flairs' efforts regarding sustainability?**

**Johnny:** When it comes to the raw materials that we use, we're very conscious of where they are

sourced. It's very challenging with aluminium and glass to be fully 100% sustainable, but we work very closely with our business partners on where we source the product. The good news is we're also now putting 100% recycled packaging into our products, and that will roll out across a lot of the ranges from now on. The ETO collection, which is the premium 8mm range, will start having that in the next couple of weeks. And then we hope to roll that out for the packaging across all the ranges in 2026.



**Matt: Having seen the testing areas, I see a lot of water constantly running through the products while they are put through their paces. How do you approach that from a waste perspective?**

**Johnny:** You have to have a water test when you're testing for water retention. You have to physically put it on in the test enclosure, but that would still be carried out in a very conscious way so that we're not going to be wasting huge amounts of water. I'm sure that's something that we have to develop even further, but it's something that we're very conscious of from a sustainability point of view.

**Matt: Martin (Murphy – Flair's MD) spoke earlier about "exciting launch plans for 2026"; can you tell me at all about those?**

**Johnny:** Unfortunately, I can't talk about those at this moment. Stay tuned!





# Bathrooms to Love – Falls into Autumn with New Product Launches

**PJH has unveiled its latest *Bathrooms to Love Autumn/Winter Collection* with the release of its new brochure, featuring around 250 new products and design updates. In a clear commitment to retailers and consumers alike, PJH has confirmed it is holding the majority of its prices across the range and even reducing some too.**

The refreshed collection has an inspired focus on natural textures and tones, drawing on soft muted matt shades of latte, taupe, apricot and walnut. And the ever-popular blue theme is also evident with dusty blues becoming available on new and existing furniture. In addition, the influence



of both period and art-deco styling continues to shape the Collection with some beautiful new classically designed ranges joining the furniture, bath, ceramic and mirror categories.

Taking pride of place on the cover is the striking Kuba Furniture range in a new Textured Walnut, a warm, richly grained fluted finish. Kuba's curved, handleless design is joined this season by two completely new furniture ranges. Mika brings a contemporary edge with its angled doors, drawers and colour-matched handles, while Dion offers a timeless floor-standing solution with slender tapered legs and elegant basin with upstand. Continuing the classic theme, Celine makes its debut as a washstand collection, adding effortless period charm to the ceramic category.

Existing furniture favourites also see updates with new colours available on the Push, Align and Elements ranges.

In freestanding baths, the new matt finish Ludlow looks stunning with its built-in pedestal design, looking equally at home in a classic or modern setting. Meanwhile Eltham is a modern corner design that can also take a bath screen making it practical and stylish.

Product launches also extend into Mirrors, with an array of sophisticated new shapes and illuminated options, as well as a new textured Accessories range called Asta. On the showering front, discover new enclosure Niches; an expansion of the Classix enclosure range; a new Iconix wetroom rotatable panel; and a new Slate Tray in Latte.



Kim Cooper, PJH's Head of Marketing & Product, said: "Our latest Autumn/Winter update introduces a wealth of fresh ideas across furniture, ceramics, baths, mirrors, enclosures and accessories. We're especially pleased to be holding price, reinforcing our commitment to offering stockists and consumers quality, design-led bathrooms at competitive rates."

As always, the launch is supported with a comprehensive package of marketing tools, including new POS, swatches, take-away cards, engaging digital content and attractive display deals. The website also showcases the new ranges, while PJH's Partners Portal™ provides easy online ordering, backed by next-day delivery.

  
bathrooms to love

► 0800 8 77 88 99  
► [www.partners.pjh.uk](http://www.partners.pjh.uk)  
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## Franke adds three luxurious metallics to Maris Water Hub tap range

Franke has added three luxurious new metallic finishes to its popular Maris Water Hub instant boiling water tap range, available on the electronic 3-in-1 and 4-in-1 models available with an optional filtration kit.

Maris Water Hub features user-friendly operation with a rotatable knob, safety shut-off, choice of mechanical or electronic mode, premium PRO-M filter, ECO-cartridge offering 50% water-saving and a compact space-saving stainless steel boiler unit in 4L or 7L options.

An optional warm water support component is also available to purchase. This is easily plumbed in during installation and gives the benefit of instant warm water, provided from a mix of cold water



and boiling water stored in the tap's tank. No need to wait for the mains boiler to activate and is ideal for kitchens plumbed with a cold water supply.

Product has a two-year warranty and optional annual maintenance service available.

Further information is available from Franke.

► 0161 436 6280

► [www.franke.com](http://www.franke.com)

## Vent-Axia's Silent Fan Provides Discreet Ventilation in Victorian Cottage Refurbishment

Vent-Axia has supplied one of its Silent Fans to a Victorian cottage renovation in Cambridgeshire. Gemma Waterhouse, a full-time working single mum of three kids, bought the 2-bedroom cottage at auction. When it came to overhauling the bathroom, Gemma knew she needed a sleek, discreet fan as it is one of the first things you see as you enter the bathroom. Installed by PJB Electrical Services, Vent-Axia's Silent Fan's discreet design fitted the bill perfectly, offering visual silence, as well as silent operation.

With any bathroom refurbishment, ventilation is key to ensuring good indoor air quality and freedom from condensation and mould. But the Silent Fan offers 'visual silence' and acoustic silence too, overcoming the problem of noisy, obtrusive bathroom fans. The Silent Fan's



aesthetics boast simple, clean lines with an attractive, slimline fascia that looks like a bathroom tile.

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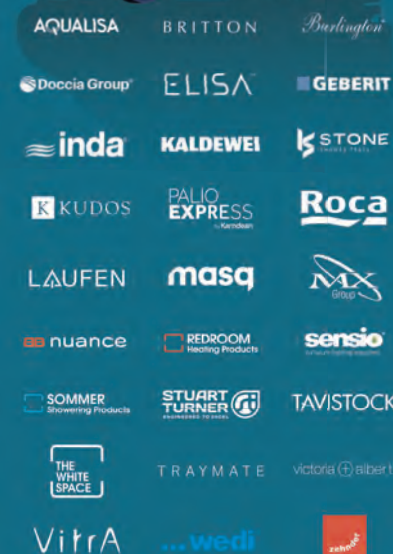
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## Keller – “When walking, walk. When eating, eat.” A touch of Zen in the kitchen

Keller Kitchens, brings the charm of Zen and Ibiza into the relaxing cooking and entertaining space of the home. Inspired by the finca style, Keller's designers have developed this rustic Zen Life scheme.

The classic cooking island features a travertine double level worktop and custom wall units. With Zen Life, warm woods meet stylish greige tones; the feature frontal is the Maine flat, robust natural veneer stained in smoked oak. The possibilities are endless with this front as Keller offers a choice of eight Comfort Collection stains, eight Master Collection lacquers, 21 Comfort Collection lacquers or 1,050 NCS colours. The feature

handle in bronze is the new 741, available also in matt black and numerous sizes. Integrated LED lighting casts the perfect finishing touch for the Ibiza ambience.

The clever use of casing panels frames the wall units and adds featured detailing to the island – all in the matching Smoked Oak stain. This theme is carried through into the living space with matching bookshelves and media area.

► [www.kellerkitchens.com](http://www.kellerkitchens.com)



## Clearwater launches Madra 4: classic style, modern performance

Clearwater introduces the Madra 4, a premium 4-in-1 kitchen tap blending timeless design with practical innovation. Alongside standard hot, cold and filtered water, it delivers instant 98°C filtered water via a fully mechanical system - safe, reliable and free from electronic complexity.

A spring-loaded safety lever and two-stage operation ensure child-safe use, while the insulated spout stays cool. The compact thermostatic boiler, ultra-filtration cartridge and connectors are included, with easy installation using a standard 13-amp plug. With 2.4 litres capacity, the system produces up to 60 cups of near-boiling water per hour.

Filtration enhances taste, prevents limescale and lasts up to six months (3,800 litres), with an optional



WRAS-approved 12-month upgrade. Ten temperature settings and an automatic filter reminder add convenience.

Available in Chrome, Brushed Nickel PVD, Brushed Brass PVD, Patinated Brass and Matt Black, the Madra 4 suits both heritage and contemporary kitchens.

For more details please visit the website.

► 01684 299555

► [www.clearwaterproducts.co.uk](http://www.clearwaterproducts.co.uk)

## PWS Launches Much-Anticipated New Oak Finish

**L** leading distributor of kitchen and bedroom components, PWS, is delighted to launch its newest door finish – Oak. Following the surge in popularity of natural wood kitchens across the design world, PWS is at the forefront of this movement with this new and anticipated oak finish.

Crafted from European Oak and offering unparalleled quality and durability, this new finish is available in two of their most popular door styles, Mornington Shaker and in-frame effect Mornington Vale, which is a first for the market.

Mornington Oak has been carefully developed to beautifully complement PWS's paint-to-order palette, and a tinted lacquer ensures colour consistency while protecting against fading over time. Each door features a clean and refined grain structure which has been meticulously chosen to ensure minimal knots and crowns, allowing it to suit both contemporary and traditional kitchens.

An industry first, Mornington Vale Oak is an affordable alternative to true in-frame doors with design, planning and installation advantages. The high-quality in-frame effect detail mirrors



authentic shadow gaps featured on true in-frame doors, while its superior frame proportions support a greater selection of handle styles and handle placement.

A bespoke door service is offered on both doors for maximum planning flexibility whilst door drilling is available for quick and easy installation on-site.

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## Introducing Trojan's Living Showers: Designed for dignity, built for simplicity

**L** leading UK bath and shower tray manufacturer Trojan has unveiled its revolutionary Living Showers range, developed in partnership with RBT Bathrooms following a three-year development period. The collection represents a major advancement in accessible bathroom design.



The standout product is the Bath Out Shower In (BOSI®) system, an innovative bath replacement solution that can be installed in just one day. This revolutionary approach eliminates the disruption typically associated with bathroom renovations.

Initially developed for the less-abled market, the Living Showers range has evolved into a comprehensive solution for anyone looking to future-proof and modernise their bathroom. The products seamlessly blend innovative design with practical functionality, fitting effortlessly into existing bathroom spaces.

Each product features an ergonomic design ensuring all shower features are accessible to users regardless of their physical ability. The low-profile anti-slip shower tray and integrated tapered seat provide security and stability in wet conditions whilst maintaining user dignity during personal care. Users can feel secure when showering in a potentially hazardous environment and find a comfortable sitting position for personal hygiene needs.

Manufactured in the UK, the Living Showers range has been designed with installers in mind. Utilising existing bathroom pipework, the system can be fitted seamlessly in one day, minimising disruption to daily routines. The seat and shower tray are supplied as separate items, enabling easier



transportation and streamlined installation.

Components such as riser rails and seats come pre-assembled by Trojan's specialist in-house production team, reducing lead times and ensuring readily available parts.

To find out more about Trojan's Living Shower visit the website.

► [www.trojan-baths.co.uk](http://www.trojan-baths.co.uk)



## Barwick Secures Solus Distribution for Laufen

**B**arwick Bathroom Distribution is delighted to announce that it has become the exclusive solus distributor for the prestigious Laufen brand in the UK. This partnership represents a significant milestone, combining Barwick's trusted service with Laufen's world-renowned design and innovation.

For retailers, the new agreement means streamlined access to one of Europe's leading bathroom brands through Barwick's established nationwide distribution network. With over 40 years of experience, Barwick provides retailers with reliable stock availability, consistent service and marketing support, helping showrooms to maximise sales and enhance their displays. To support retailers, Barwick has made a substantial stock investment, ensuring availability of Laufen's most in-demand ranges for fast and reliable delivery.

The addition of Laufen strengthens Barwick's extensive branded portfolio, offering retailers greater choice and competitive advantage. With exclusive distribution rights, Barwick ensures that Laufen products are presented with consistency and dedicated support.

This announcement reinforces Barwick's commitment to delivering leading bathroom solutions and supporting its retail partners with exclusive, high-quality brands.



For more information or to view the updated collections, visit the website or speak to your Barwick Area Sales Manager.

► 01274 700900  
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# Announcing Oak

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Crafted from solid European Oak, our new collection blends the enduring quality and character of timber with a refreshed aesthetic for the modern day. Available in our popular Mornington Shaker and Mornington Vale door styles, this organic and versatile finish brings natural warmth and tactile beauty to any home.

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Mornington  
Shaker Oak



Mornington  
Vale Oak





## Lakes expands flagship Modular Walk-In Collection with new features that redefine personalisation

**L**akes is proud to unveil a major expansion to its flagship Modular Walk-In Collection, delivering luxury, exceptional quality and truly unrivalled personalisation through 28 different configuration options.

Designed by the company's UK-based design team, the collection – which launched in April 2024 – has quickly become a key part of Lakes' portfolio, offering effortless installation, backed by a lifetime no-quibble guarantee.

Building on this success, Lakes continues its commitment to innovation, with a series of new enhancements.

A key innovation is the introduction of fully and accent-framed panel kits. This approach tackles a common supplier challenge – managing separate stocks of both frames and glass by combining them in one single flexible solution.



The frames deliver a luxury aesthetic at an accessible price and are compatible with any size of 8mm glass. Installation is straightforward and can even be completed retrospectively offering maximum versatility for installers and designers alike.

These additions empower Lakes, and by extension its customers to deliver unmatched personalisation for every space, style and need.

The expanded range now also includes recessed and slimline profiles and bath screens, all available in silver, matt black, gun metal, brushed nickel, brushed brass and brushed bronze, as well as new luxury effect stone-effect shower trays to provide even greater design freedom.

Mike Gahir, Managing Director at Lakes, said: "The Modular Walk-In Collection has been a game-changer for Lakes. With this extension we're not just adding products, we're expanding possibilities and redefining personalisation for our customers.

"Installers benefit from smarter solutions and easier fitting. Designers gain creative freedom with custom sizes and finishes. Retailers enjoy greater choice, backed by our trusted service and expertise.

"These additions signal the start of an annual programme of updates, reflecting our commitment to 'making a difference by being different'.

"Our goal is to keep pushing boundaries and delivering environmentally responsible solutions that unite design, performance, and personalisation."

The recessed profile kit introduces a sleek, minimalist aesthetic, compatible with 8mm or 10mm glass, offering flexible bracing options and easy installation.

To create a contemporary discreet walk-in panel, the range includes a slender surface-mounted wall profile for any size of 8mm or 10mm glass.

The two new bath screens – fixed or hinged, feature 8mm toughened glass, and are designed to match the collection, ensuring a cohesive high-end bathroom aesthetic.

Supporting the launch, is a range of luxury stone-effect shower trays, in white and anthracite. Slip-resistant (Class C EN16165), sound-insulating, recyclable, and trimmable on-site – they offer greater design freedom.

All Lakes products are backed by the pursuit of making 'Lakes Life Easier' for customers; supported by a UK-wide business development team, dedicated customer service department, a robust end-to-end supply chain, fast delivery, strong stock depth, an impressive OTIF score consistently above 98% and reliable spares support.

To find out more about Lakes please visit the website.

► [www.lakeshoweringspaces.com](http://www.lakeshoweringspaces.com)







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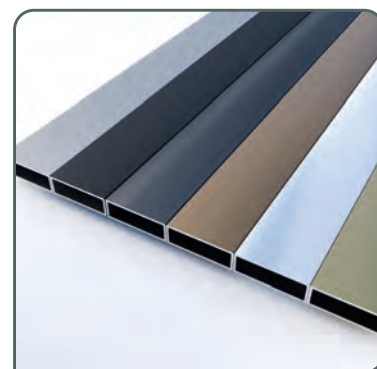
**Perfect for retrofit:** Universally designed to fit any 8mm or 10mm glass, supplied in kit form

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**Ease of installation:** Quick, hassle free installation every time

**Lakes Life Easier promise:** Fast delivery, excellent customer service and reliable spares when you need them



For more information  
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## Roper Rhodes' Faber Collection: Customisation with endless possibilities

**T**he Faber Collection from Roper Rhodes is crafted to allow every bathroom to be unique. Bringing together sleek aesthetics, thoughtful functionality, and enduring quality, the Faber Collection makes it simple to be individual.

### A clear vision in a singular collection

Research shows that consumers are constantly seeking ways to customise their purchases. The



strength of the Faber Collection lies in its scope for buyers to tailor their bathrooms with a wealth of options within one range. Each element is designed to work seamlessly with the others, from colour palettes to hardware finishes, so the final look feels consistent and refined.

### Furniture that marries form and function

At the heart of the collection is the Faber furniture range, designed to combine storage, elegance, and ease of use. With sizes to suit both compact cloakrooms and generous family bathrooms, every vanity features integrated handles and a pared-back profile for a modern, uncluttered look. Hettich soft-close drawers and runners provide smooth, reliable function, while generous storage ensures daily essentials are neatly organised.

### A complete and considered collection

There's far more to the Faber Collection than furniture, ensuring that every element fits together perfectly while offering cutting edge features and technology. Mirrors boast demisters, motion sensors and charging sockets, while showers feature thermostatic technology for precise control and consistent performance. Finally the sanitaryware throughout the Faber Collection

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brings an extra level of refinement, with the new Hush Flush feature on every WC to deliver whisper-quiet performance.

### Finishes that enhance modern living

From soft matt white and Tuscan walnut to rich shades such as sage green and matt burgundy, nine carefully selected finishes form the heart of the Faber palette. Brassware and shower fittings are available in Chrome, Brushed Brass, and Brushed Nickel, offering further opportunities to customise the space. Together, these choices make it simple to create a look that feels personal, unique, and effortlessly modern.

Built to withstand daily life, Faber products undergo extensive testing to ensure long-lasting performance. To reinforce this promise, all furniture, shower valves, and tap cartridges are backed by a 10-year guarantee, demonstrating Roper Rhodes' commitment to quality and durability.

If you'd like to enquire about the Faber Collection, please contact your Area Sales Manager on the number below.

► 01225 303 900

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# INTRODUCING THE FABER COLLECTION

Faber brings a playful yet purposeful approach to bathroom design. With modular furniture options, a wide choice of nine modern finishes, minimalist mirrors with smart features, and tactile, circular brassware details, Faber invites your customers to customise their space with creativity and colour.

Would you like to explore display options? Contact your Area Sales Manager today.

*Thoughtfully designed since 1979*



# Kudos – The Ultimate Shower Tray

**T**he Ultimate shower tray from Kudos offers a host of great colours, features, and flexibility for the bathroom designer. It's an ultra-slim design shower tray that stands at just 27mm in height and is available in literally any size, from 1200x800mm to 2000x900mm. It's approximately 60% lighter than stone-filled trays, making it much easier to handle, and its composite construction makes it virtually unbreakable.

Designed to complement the Kudos range of shower enclosures, these trays are available in two authentic, textured, coloured finishes: dark grey slate or white slate effect, as part of their standard range. Plus, additional colours of mid grey slate effect, stone slate effect, and without texture in white or grey, as a bespoke to order option. The collection is available in 19 standard sizes, and any size up to 2000x900mm as a bespoke order.

The material offers a slip-resistant acrylic surface with a precision CNC-machined waterproof core and a stainless-steel waste support plate at the base. The trays are very versatile, fitting into all spaces, as they can be easily trimmed on site by hand. They are slip and stain-resistant and contain an antimicrobial additive to inhibit the growth of microbes.



Before launch, the tray collection was tested with retailers over many months to establish the best colour options and features. This determined the range of sizes, and also a choice of waste grid covers in polished stainless steel, black, dark grey and white as standard, and in mid grey and stone too for bespoke orders. In the bespoke range, customers can also choose from centre, side or offset waist positions. All are designed and manufactured in the UK.

Check out the ultimate tray video which highlights key features of the tray at [www.youtube.com/watch?v=QN0m5BvT5nc](http://www.youtube.com/watch?v=QN0m5BvT5nc)

Kudos is a brand of showering products, trading as RONAL Bathrooms UK. The Kudos brand is designed and manufactured in the UK, where they have been producing shower products at their Cumbria facility since 1999. The Kudos portfolio includes shower enclosures, shower trays, over-



bath screens and wet-room solutions sold via KBB showrooms and merchants across the UK. Call, email or visit the website for more information.

► 01539 564040

► [info@kudosshowers.co.uk](mailto:info@kudosshowers.co.uk)

► [www.kudosshowers.co.uk](http://www.kudosshowers.co.uk)

**KUDOS**  
SHOWERING SOLUTIONS







Chrome straight sliding corner enclosure

## CORE COLLECTION

### divera shower enclosures

Elegant and sophisticated, this modular range of enclosures includes sliding, corner entry, bi-fold, hinged and quadrant options, which, when used in conjunction with Divera side panels and accessories, can be used to create a wide variety of configurations.

Designed with your comfort in mind, this 6mm range of enclosures is available in either chrome or matt black finishes, is treated with a protective coating for easy cleaning and features slim, ergonomic, handles. All backed by the Kudos Lifetime Guarantee.

#### Features & Benefits

- + 2000mm high
- + 6mm toughened safety glass
- + Protective coating for easy cleaning
- + Modular shower enclosures
- + Available in chrome or matt black finishes
- + Lifetime guarantee

To find out more please contact:

[marketing@kudosshowers.co.uk](mailto:marketing@kudosshowers.co.uk)

[www.kudosshowers.co.uk](http://www.kudosshowers.co.uk)

Matt black pivot corner enclosure





Patine Chalk PP9923

## WEX Trade – Where Natural Beauty Meets Innovative Design

**E**levate your kitchen designs with the natural & timeless beauty of stone-inspired laminate from the Formica® Originals Collection. This design-led range of laminate surfaces combines modern practicality with enduring style.

A striking marble-effect island or breakfast bar, finished in one of the collection's hand-designed contemporary decors, can naturally anchor your kitchen, defining cooking and social areas in open-plan layouts. The result is a perfect harmony of functionality and aesthetic appeal – crafted for the way we live today.

Formica Originals Worktops stones features 27 decors, including 12 square-edge designs for a sharp, modern profile and 15 classic postformed options for a softer, more traditional edge. From the cool elegance of marble and travertine to the rugged appeal of granite, concrete, and slate, our collection reflects the unique qualities of each stone type.

Whether your style leans towards crisp, minimalist whites or bold-veined marbles with dramatic texture, our stone-inspired laminate worktops bring instant sophistication to your home.

Marble Cappuccino PP9482



Patine Chalk is already proving a popular choice. Effortlessly blending the softness of calming neutrals with the raw edge of brutalist concrete-inspired design. This delicate dappled pattern pairs beautifully with wood grains, deep blacks, and the current trend for rich mocha brown hues.

Designed to capture the beauty and character of natural stone, the Formica Originals Worktop Collection transforms everyday kitchens into extraordinary spaces.

You can discover the complete collection, including stones, marbles, nature-inspired woods, and elegant metallics, and find out how you can

showcase this stunning collection in your showroom by contacting WEX Trade, the official distributor for Formica® Worktops in the UK.

### \*\*\*WIN A Van with WEX Trade\*\*\*

WEX Trade is the official distributor of Formica Worktops in the UK. To celebrate the launch of the Formica Originals Worktops Collection, WEX Trade is giving away a brand-new Renault van to one lucky WEX Trade customer who sells, promotes, and shows off the Formica Original Worktop Collection during the prize draw period.

The promotion runs until the end of March 2026, providing you with ample time and opportunities to enter.

All Formica Originals orders placed with WEX Trade from October 2025 will be entered into the draw. Visit the website to find out more.

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## Bette

*BKU spoke with **Sven Rensinghoff**, Head of Marketing and Product Management at Bette, about the launches of BetteUltra and BetteCompact+, as well as the company's ongoing commitment to sustainability.*

**“While 2025 has brought challenges across the industry, our UK business continues to grow positively.” So says Sven Rensinghoff, Head of Marketing and Product Management at Bette. “A standout moment was the UK launch of BetteUltra Space at Clerkenwell Design Week, where it received an overwhelmingly positive response from designers and retailers. Its refined design and sleek, low-profile installation clearly resonated with the market.”**

Right now, Bette is focused on developing solutions that make everyday work easier for planners and installers alike. That means complete, well-integrated systems with clear tolerances and components that align, seal and drain reliably. “If a product helps projects ‘fit right first time’, reduces remedial work and saves time on site, it earns our attention.”

According to Sven, Bette's overall goal for the year is... “to remain calm and considered in a challenging market, continuing to grow the business steadily while maintaining a strong focus on service. For our customers, that means responsive sales and technical support, reliable availability and products that perform exactly as promised – without complication.”



### BetteUltra Space

BetteUltra Space is the company's flattest shower tray to date, and especially useful for projects where installation height is at a premium. It brings together the advantages of glazed steel/enamel - including rigidity, colour stability and a non-porous, easy to clean surface - into even tighter spaces.

Thanks to the thin yet robust material, BetteUltra Space achieves precise edges and fine geometry, offering greater design freedom while enabling a flush-to-floor finish that installers can rely on. When paired with Bette's co-ordinated installation components, it ensures reliable waterproofing and delivers a clean, minimal look that fits seamlessly into any bathroom design.

Alongside BetteUltra Space, Sven says the company is excited about the launch of BetteCompact+ - Bette's first in-house developed waste fitting. This ultra-flat solution features a compliant 50 mm water seal height, making it ideal for flush shower installations, especially in renovation projects where floor depth is limited. In short: BetteCompact+ enables more projects to deliver the clean, barrier-reduced showering experience that customers increasingly expect - without compromising on performance or regulatory standards.

### Sustainability

I ask Sven about Bette's commitment to sustainability: “We've invested in Green Steel for several years and have already produced over 140,000 products using CO<sub>2</sub>-neutral steel. As of this year, the BetteAir shower tray and all our bowl washbasins are made entirely from Green Steel.

“Equally important is the material itself; glazed steel/enamel is durable, robust, non-porous and 100% recyclable. By designing products for long service life and efficient installation, we help reduce waste on site and avoid having to replace products early – delivering practical sustainability, not just slogans.”

Sven tells me Bette is focused on two key priorities over the next 12 months: “First, continuing to refine system solutions for shower tray installation - from alignment and sealing to drainage - to ensure projects run smoothly, predictably and on time.



“Second, we'll keep evolving our colour story, introducing understated finishes that add warmth and depth to spaces.

“The overarching goal remains the same: to create elegant bathrooms that appear effortless - because the engineering behind them quietly does the hard work.”

### About Bette

Bette is a German, family-owned company, specialising in high-quality bathroom products made from glazed titanium steel - a unique material created by shaping titanium steel sheets under high pressure and finishing them with a thin, glass-like coating. This innovative composite material is ideal for bathrooms: it's skin-friendly, hygienic, durable, and robust.

Bette's product range includes baths, shower trays, washbasins, and bathroom furniture - all proudly “Made in Germany”. Each piece is customisable in terms of colour and dimensions, allowing for tailored bathroom designs that inspire creativity. With over 600 different models and a wide selection of colours, more than half of Bette's products are now made to order based on customer requirements.

The high-quality products are made using natural raw materials - glass, water and steel - all of which are fully recyclable. The manufacturing process and materials are verified according to LEED (Leadership in Energy and Environmental Design) standards, supporting sustainable building certification.



## Back to the roots with "Konda" Ninkaplast has relaunched the kitchen scoop

Once food packaging has been torn open, how can it be resealed airtight and stowed away safely? The solution is often found in a storage tin. However, countless examples from the everyday lives of many kitchen users prove that

there are major differences: there are different sizes that waste valuable storage space, awkward shapes that make dosing difficult and materials that do not allow the contents to be seen. On top of this, everything in the cupboard is

shoved back and forth in a confusing mess. Ninka has remedied this situation and relaunched the product, 70 years after the first kitchen scoop was introduced to the market.

This gave rise to the idea of developing storage boxes in an ergonomic teardrop shape that fit perfectly into a stable, non-slip, cabinet-specific mould and can be arranged in a space-saving offset set. Ninka is initially presenting a three-piece mould for fitted shelves in tall, wall or base units and a five-piece version for pull-outs.

At 1.6 litres, the size of the container is based on the usual packaging sizes for flour or sugar, so that everything can be poured out completely. Thanks to their ergonomic shape, the containers sit comfortably in the hand. The grained, crystal-clear plastic provides a good grip and makes it easy to see what is inside. The tapered shape acts as a spout for portioning. A lid seals the contents airtight for long-lasting freshness.



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## wedi – Mindfulness and Craftsmanship at its Best

**F**or four decades, wedi has stood as a symbol of German craftsmanship, precision, and innovation. From a small company with a bold vision the brand has grown into an internationally recognised leader of innovative wet room and bathrooms solutions; every product is engineered with the professional in mind, ensuring ease of installation, long-lasting performance, and a seamless finish that reflects the highest standards of quality.

### Roots in Craftsmanship

Founded in 1983 by Helmut Wedi in Emsdetten, Germany, wedi started with a simple but powerful idea: to create reliable, directly tileable, lightweight,

and waterproof solutions that would simplify the work of bathroom installers.

This idea led to the development of the wedi building board, a product that revolutionised bathroom construction by combining ease of use, durability, and waterproof performance. What began as a local innovation quickly gained international recognition, setting a new industry benchmark.

### Mindfulness in Every Detail

In a fast-paced world, mindfulness is often associated with calm and focus. At wedi, mindfulness is built into every product. From the earliest design stage to the final quality check, every step reflects careful attention to detail and respect for the craft.

For installers, this mindfulness translates into:

- Simplified workflow with ready-to-install, 100% waterproof components
- Directly tileable product systems that save time and prevent mistakes
- Modular design, ensuring that every part fits perfectly
- Enduring performance, giving professionals confidence in their work

### Empowering Builders. Evolving Bathrooms

wedi doesn't just provide products – it provides peace of mind, allowing professionals to focus on their craft rather than troubleshooting. Its system solutions are the result of careful thought, mindful design, and a passion for perfection. "We wanted to make life easier for the professionals on-site, while delivering absolute reliability for the end user." – Helmut Wedi, Founder.

Over the past 42 years, wedi has continuously expanded its product range, evolving into a floor-to-ceiling system provider. Today, the

manufacturer offers interlocking modular solutions that are designed to work seamlessly together for hassle-free installation and enduring reliability. This spirit of continuous improvement ensures that wedi products don't just meet industry standards – they set them.

Key innovations include:

- Building boards that form the foundation of countless bathrooms worldwide
- Shower systems with integrated slopes and drainage, eliminating guesswork
- Pre-fabricated elements that speed up installation and reduce the risk of errors
- Sealing and waterproofing systems for maximum security
- Sound insulation and thermal comfort for modern living
- Preformed, seamless design surfaces, promoting wellness and hygiene

### Crafting Success Together

From its base in Germany, wedi has grown into a global player, present in more than 50 countries worldwide. "To every tiler, installer, distributor and retailer who has worked with wedi: this 42-year journey is your story too! Our brand is renowned for standing by our customers' side with expert advice every step of the way, and we're taking that commitment even further by offering on-site staff training designed to help you succeed. Get in touch today!" – Ieuan Davies, National Key Account Manager at wedi Systems UK.

The mission remains clear: to support professionals with intelligent solutions enabling them to build spaces that last, combining tradition and innovation, skill and reliability – mindfulness and craftsmanship at its best.

► [www.wedi.net](http://www.wedi.net)

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## hansgrohe

*BKU's Matt Broughton sat down to talk all things brassware (and beyond) with Sarah Evans, Head of Product Marketing for Hansgrohe UK.*

**W**hen I ask Head of Product Marketing, Sarah Evans, what's been the story of 2025 for Hansgrohe UK, she tells me that the AXOR brand remains a pioneer in the development, design and production of avant-garde objects for luxurious bathrooms. "The AXOR taps, showers and accessories embody perfection in design, manufacturing and function."

"Earlier this year we introduced a new overhead shower collection by Antonio Citterio, the AXOR ShowerSphere, presented under the brand campaign 'Escape the Ordinary'. Developed with the renowned Italian architect and product designer, this collection expands the immense spectrum of design freedom for creating truly individual luxury bathrooms."

"At the same time, our hansgrohe brand has continued to strengthen its positioning with the campaign 'Life is waterful', defining the bathroom as the centre of well-being. Alongside a pioneering reinterpretation of a shower classic, hansgrohe has introduced a completely new category in the holistic bathroom solutions program."

With innovations across all three core areas – shower, washbasin and toilet – the hansgrohe

brand continues to demonstrate its expertise in transforming water into extraordinary experiences.

### Right here, right now

According to design experts, the rise of soft elegance is shaping how we think about contemporary interiors. This approach balances sophistication with comfort, offering a warmer, more inviting interpretation of minimalism.

At its heart lies a calming colour palette. Soft whites, creams, pale greys, blush pinks and gentle blues provide a serene backdrop that encourages relaxation while still feeling refined.

Lighting also plays a pivotal role. Warm-toned LEDs that mimic natural daylight create a cosy, welcoming atmosphere – an essential ingredient for achieving the soft elegance aesthetic.

Finally, surface finishes complete the picture. Brushed bronze or nickel, polished or brushed red gold, and warm brass tones not only reinforce the calming effect of the palette but also pair effortlessly with muted ceramics and furniture.

AXOR has introduced a statement innovation in 2025: the AXOR ShowerSphere. Sarah explains: "Created with renowned Italian architect Antonio Citterio, the collection redefines the overhead shower with a sculptural presence and immersive spray pattern, presented under the brand campaign 'Escape the Ordinary'. Alongside AXOR's recent development, the Raindance Alive is the latest evolution in hansgrohe's iconic Raindance showering range."

"Its unique combination of RainAir and PowderRain delivers an extraordinary showering sensation, while the innovative mesh design of the anodised aluminium spray disc brings a soft, organic aesthetic to the bathroom."

"The new Raindance Alive thermostat from hansgrohe also reflects this design philosophy. With its geometric form and ultra-flat structure, it gives the impression of merging seamlessly into the wall, almost like a concealed module."

Sustainability remains central to hansgrohe's innovation, and with EcoSmart technology integrated into the Raindance Alive, water consumption can be reduced by up to 40% compared to a conventional hansgrohe shower without EcoSmart. This not only lowers energy use but also reduces running costs for the household.



### Brass and metallic finishes

Finishes play a vital role in bathroom design, and hansgrohe recognises how important they are in creating both harmony and individuality within a space.

For those seeking a bespoke, luxury approach, AXOR Signature offers an even wider spectrum of PVD finishes, from Brushed Red Gold to Brushed Black Chrome. With the option of Bi-Colour finishes on a number of ranges, AXOR introduces a distinctive design detail that takes the bathroom aesthetic to a new level of sophistication.

Meanwhile, the hansgrohe FinishPlus range provides versatile options such as Brushed Bronze, Polished Gold Optic and Brushed Black Chrome, offering everything from bold contrasts to subtle, understated accents.

### 2025 and beyond

"AXOR continues to push the boundaries of luxury bathroom design with the new campaign, 'Escape the Ordinary'," says Sarah.

"In collaboration with the globally renowned Italian architect and designer Antonio Citterio, AXOR has created three distinct bathroom concepts that embody understated elegance, individuality and immersive water experiences."

"Meanwhile, from hansgrohe, the new EcoStat Comfort concealed thermostat delivers a showering experience that is consistently pleasant, safe and easy to use."





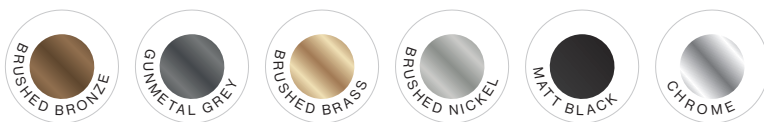


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# The Finishing Touch: Elevating Bathroom Design with Zehnder Radiators

**W**hen it comes to bathrooms, the right finish can transform a functional space into something truly special. While white and chrome towel radiators are still a steadfast choice, there is growing demand for something a little bit different. Brass, bronze and coloured finishes are gaining in popularity, bringing warmth, luxury and more personality to modern interior bathrooms.

At Zehnder, chrome and colour remain our highest sellers, but as trends evolve, finishes like brass and bronze are becoming the go-to choice for designers and homeowners looking to coordinate radiators with taps, showers and other fittings to bring a more unified style to a space.

As such, towel radiators have evolved. Today, they are designed to be seen as well as felt. Decorative towel rails are now integral to bathroom interiors, providing excellent heat output while complementing the overall style of the space.

Zehnder's Studio Collection combines thoughtful design with performance and practicality. The range includes models in durable PVD-coated brass, bronze and black chrome finishes.

PVD is a process in which a solid material, such as chrome or bronze, is vaporised in a vacuum and deposited onto the surface of the radiator tubes. These coatings are not simply metal layers, but a process whereby compound materials are deposited atom by atom onto the surface, forming a thin, bonded, metal or metal-ceramic surface layer that enhances the appearance and durability of the radiator.

We've expanded the Zehnder Studio Collection to include a number of PVD finished towel rails:

**Zehnder Chime:** This gleaming towel rail hits all the right notes. Made from stainless steel, its chunky horizontal rails make hanging and removing towels effortless. The rail can be installed with the horizontal tubes to either the right or left, offering flexibility to suit any layout.

**Zehnder Alban:** With its clean, rectangular profile, the Alban brings a fresh, contemporary feel to the bathroom. The cantilevered rails not only create a striking visual but also provide space for even the plumpest towels. Like the Chime, it can be installed with rails to either side, giving greater installation choice.

**Zehnder Pera:** Less is more with this elegant stainless-steel design. Its seamless, sculpted form allows the tubes to flow naturally into one another, creating a sleek silhouette that works beautifully in both traditional and modern bathrooms.

Zehnder radiators aren't just about the way they look. Double-layer formats, and flat or obround tube profiles, increase surface area and improve heat output. Switching from chrome to coloured or metallic finishes can deliver up to 50% more heat than a standard ladder-style radiator, helping offset lower system temperatures.

At Zehnder, our Studio Collection offers personalisation options, so radiators can be colour-matched to taps, fabrics, and other accessories for a co-ordinated finish - from the main radiator right down to valves and fittings. With over 2,000 colour coating options for steel radiators and advanced PVD coatings for a



more metallic shine, there's plenty of choice for every bathroom.

Whether it's the classic shine of chrome or the sophisticated depth of metallics, Zehnder towel radiators combine performance, style, and quality - the perfect finishing touch for any bathroom.

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# BKU AWARDS

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## hib.

*Rob Ginsberg, CEO of hib., spoke with BKU's Matt Broughton about anniversaries, rebrands, and innovation in the industry.*

**This year has been pivotal for hib. Not only did the company celebrate its 35th anniversary, but it also unveiled a full rebrand – a moment that honoured the company's heritage while setting a clear direction for the future. “Our refreshed identity is more than just a new look,” explains CEO, Rob Ginsberg, “it reinforces our passion for design-led innovation and strengthens our position as a trusted name in the bathroom industry.**

“We've invested heavily in supporting retailers too, with new tools such as the Retail Handbook and Consumer Lifestyle Brochure, plus enhanced merchandising and marketing resources. Our debut at InstallerSHOW was another highlight, where we launched hib.pro – an online community built specifically for installers. The response was fantastic, with sign-ups at the show proving just how valuable a dedicated support hub is for professionals.”

The company's focus throughout 2025 has been consistency – in brand, in design, and in the way hib. supports its partners. The rebrand, combined with the launch of the Spring/Summer and Autumn/Winter collections, has allowed hib to bring fresh design innovation to market while also strengthening engagement with both retailers, installers and consumers.

Right now, Rob's focus is on solidifying hib. as the go-to brand for inspiring, design-led bathrooms. That means deepening retailer partnerships with marketing and merchandising support, expanding the company's product offering with innovative new designs, and engaging customers through digital storytelling, social media, and campaigns such as #feelbathroomfabulous.

“We're also investing in technology for our trade partners,” explains Rob, “making our online retailer portal even more seamless, so ordering and stock management is quicker and easier.”

### Changing trends

Customers are increasingly looking for more than just products – they want inspiration, an experience, and above all, trust. Rob explains: “Bathrooms have become statement spaces, and design is now as important as function. That's why we're seeing demand for products that combine reliability with real design impact.

“This thinking is reflected in our Autumn/Winter collection, which brings together practical innovations like Cold Touch shower technology with statement finishes and design-led details across showers, taps, mirrors and cabinets. It's a collection created to help customers express their style, while giving installers and retailers complete, reliable solutions.



“Digital touchpoints also matter more than ever. Social media, influencer collaborations and interactive campaigns are all shaping the way people make decisions. And alongside that, authenticity is key – customers are choosing brands they believe in, that offer genuine expertise and high-quality solutions. Our rebrand was a direct response to these shifts.”

hib. will launch its upcoming Autumn/Winter collection, which includes striking new showers, mirrors, mirrored cabinets and accompanying accessories. To complement the Spring/Summer collection launched back in April, the new products will create a balance between sleek styling, performance and safety. Not only that, but they will also give homeowners access to a full suite of products for their space.

“All of these are designed to give retailers and installers flexible, design-led options that can be combined to create a complete bathroom scheme – with everything from taps to mirrors working together.

“Our rebrand is the foundation for future innovation, and we'll continue to build on it with trend-responsive collections, new product categories, and even stronger support for our retail and installer partners.

“At hib., we're fortunate to have a brilliant design team and talented people across the business who are passionate about shaping the future of bathroom experiences. The next year will be about harnessing that creativity and ambition to deliver even more for our customers and the industry.”





## Sensio's efficient and sustainable Lithium-Ion Battery Mirrors

**D**iscover Sensio's Lithium-Ion Battery Mirrors, designed for efficiency and sustainability. The Lustro Mirrors are available from a multitude of DIY retailers or the Sensio website, while the Lumino Mirrors are exclusive to Sensio's distribution partners.

Unlike traditional battery-powered mirrors, this range uses rechargeable patented EVO+ power units. Far superior to throw-away AA batteries, the EVO+ battery is rechargeable using a USB-C cable, reduces landfill waste and costs only 7p per charge. A single charge will last up to 3 months without loss of illumination.

Removing the frustrations of hardwiring and electrician costs, Lithium-Ion Mirrors are designed for retrofit installation. Supplied with a French cleat



bracket, simply screw the bracket to the wall, then hang your mirror!

Along with efficiency, sustainability and practicality, the Lithium-Ion Mirrors are designed with aesthetics in mind. Choose from a multitude of shapes to suit your space and opt for either backlit illumination for an ambient glow or front-lit lighting for a crisp, clear reflection.

Richard Bellwood, Sales Director at Sensio, shares: "The new Lithium-Ion Mirrors are all about making the customer's life easier while boosting

the longevity and performance of their mirrors. Not only do the Lumino and Lustro mirrors look fantastic and perform exceptionally well, but they're also better for the environment. They're a smart choice for anyone looking to refresh their home décor."

**sensio**

► [www.sensiolighting.com](http://www.sensiolighting.com)

## ALDERBURY MIRRORS



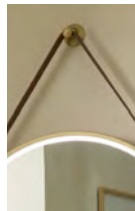
### INNOVATION IN EVERY REFLECTION

For those looking for classic design or the latest in mirror technology, the Alderbury range combines the traditional with the modern. Offering demist feature, ghost glass technology and flexible design options through 3 styles, 8 shapes and 3 finishes providing 72 variations to choose from Alderbury mirrors are made to be the centrepiece of a new bathroom.

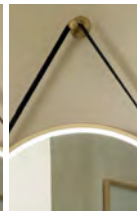
*Design Options*



Wall Brackets



Brown Strap



Black Strap



#### GHOST GLASS TECHNOLOGY

When switched off, the mirror appears smooth and seamless, with no visible light perimeter maintaining a clean, minimalist look. With a simple touch, the edges come to life, creating a glowing halo effect. It transforms from an everyday mirror into a striking design feature.

**TAVISTOCK** AVAILABLE THROUGH

**ideal**  
BATHROOMS







## Smiths Briten strengthens offer with new Sensio distribution deal

**S**miths Briten has confirmed a new partnership with Sensio, the award-winning brand specialising in bathroom mirrors, cabinets and lighting. The agreement sees Smiths Briten become an additional UK distribution

**partner, giving its network of independent retailers and merchants access to Sensio's fast-growing product portfolio.**

For Smiths Briten, the move reflects a continued focus on expanding choice for customers and supporting showrooms with innovative, design-led solutions. With a central hub in Bolton and five satellite depots, the company is able to deliver next-day to most of the UK, offering retailers the reassurance of reliable stock, streamlined ordering and quick fulfilment. Combined with Sensio's reputation for cutting-edge design and patented technology, the partnership offers a compelling new proposition for the bathroom sector.

Sensio itself brings significant innovation to the table. The brand holds more than 130 design rights and 19 patents, underlining its commitment to product development and protecting originality. Its UK-based design team continually refines and updates the range in line with consumer trends, with the Aspect TrioTone® family of mirrors now at the forefront of its collection.

The Aspect series has been refreshed to include a discreet touch sensor set within the glass, replacing the previous infrared control. This refinement not only improves usability but also activates Sensio's TrioTone® technology, giving users the freedom to choose between three light temperatures - cool, natural and warm - at the touch of a button. The system allows homeowners



to tailor lighting to the time of day, mood or task, while retailers can demonstrate the effect instantly in-store.

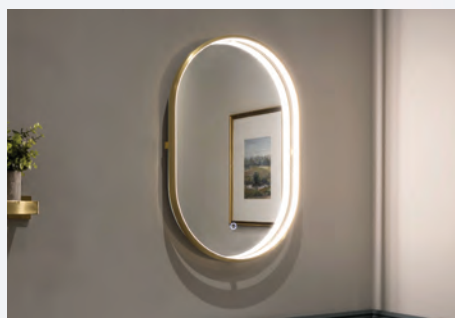
Smiths Briten will distribute the complete Aspect TrioTone® family, which includes the original Round and Rectangle mirrors alongside three new shapes - Curve, Art Deco and Pill - each offering a distinctive silhouette to suit different bathroom styles. From the soft contours of Pill for narrow basins to the angular lines of Art Deco for statement vanities, the collection provides designers with versatility and consumers with choice.

The mirrors are also available in finishes that coordinate with today's most in-demand bathroom fittings: matt black, brushed brass and chrome. This flexibility allows a cohesive look across brassware, showers and accessories, giving showrooms an easy upsell opportunity. Alongside mirrors, Smiths Briten will also carry complementary Sensio cabinets and bathroom lighting & ventilation solutions, broadening the appeal to both merchants and independent retailers.

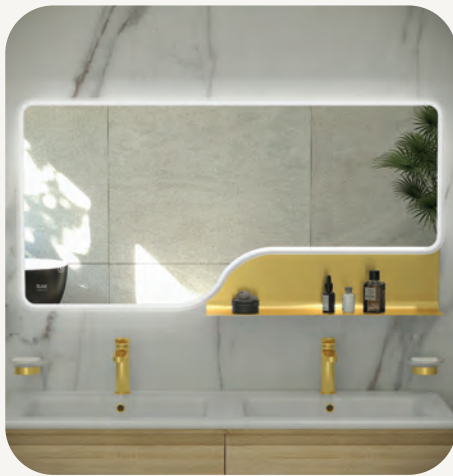
**sensio®**

**Smiths Briten**  
a fresh approach to beautiful bathrooms

▶ [www.smithsbriten.co.uk](http://www.smithsbriten.co.uk)







## RAK-Ornate brings multi-functional style to the bathroom

**A bathroom mirror is an essential element of a successful scheme. Combining functionality and aesthetics, the most innovative models are reflecting the latest interior trends to transform the bathroom and elevate its design.**

So much more than a standard mirror, RAK-Ornate from RAK Ceramics is designed to make a striking focal point in any contemporary bathroom.

Seamlessly merging the stand-out style and functionality that today's consumers expect from modern interiors, RAK-Ornate features an integrated, handy storage shelf, which is perfect for keeping everyday toiletries close to hand. Leading the bathroom trend for combining open and closed storage, the beautiful shelf also provides a place for homeowners to display decorative items, which can create a more personalised design.

The RAK-Ornate mirror stands out with its stylish round edges, offering a modern twist to a classic design. This blend of contemporary and timeless elements ensures the mirror complements a wide range of bathroom decors.

With luxury finishes becoming more popular in the bathroom, the shelf, which is available in four on-trend finishes of Matt Black, Chrome, Brushed

Nickel and Brushed Gold, effortlessly blends practicality with understated elegance. Each finish allows homeowners to match the mirror with their existing fixtures and fittings, creating a cohesive and polished look that reflects their individual style.

Integrating advanced features and elegant styling, this innovative mirror incorporates low-energy LED lighting with touch control technology, ensuring perfect illumination and ease of use. While discreet, the easy-to-operate touch sensor switch is clearly visible on the surface of the mirror and will switch on and off with a gentle tap, even if hands are wet.

As well as providing excellent task lighting, which is essential for activities such as shaving or applying make-up, RAK-Ornate can also create a relaxing, soothing ambiance with its soft, even lighting.

Featuring an iconic, rectangular design, this beautiful mirror is suitable for landscape installation. Ideal for use in bathrooms of all sizes, it measures 600mm high and comes in three versatile widths of 800mm, 1000mm and 1200mm.

Thoughtfully designed, RAK-Ornate also features a handy Demister Pad, which ensures the glass remains mist-free in even the most humid of bathroom environments, making it a practical choice for busy households.



The must-have RAK-Ornate will beautifully complement other products within RAK Ceramics' comprehensive portfolio from brassware and sanitaryware to furniture and accessories to transform the bathroom into a stylish and highly functional space.

► 01730 237850

► [www.rakceramics.com/uk](http://www.rakceramics.com/uk)

**RAK**  
CERAMICS





Claus Sagel



## Vauth-Sagel

*BKU's Matt Broughton spoke to the Managing Partner of Vauth-Sagel – Claus Sagel – about the company's reaction to changing customer trends, and its belief that "Comfort makes the Difference."*

**A**ccording to Vauth-Sagel's Managing Partner, Claus Sagel, 2025 has so far been an exciting and dynamic year for Vauth-Sagel. A major highlight was Interzum in Cologne, the leading trade fair for the industry that takes place every two years. "It gave us the opportunity to present our latest innovations to a global audience and – equally important – to engage directly with our international customers and partners," says Claus. "This exchange of ideas and insights is invaluable and strongly shapes our direction for the years ahead."

"At Interzum we also launched our new claim, "Comfort makes the Difference." This marks the beginning of the next chapter in our brand story and underscores our ambition to consistently place comfort at the heart of everything we do."

Right now the company is committed to unlocking new areas of storage demand. Living and working environments are constantly evolving, and with them, expectations for flexible and efficient storage solutions. Claus explains: "Our goal is to anticipate these needs and offer systems that combine functionality with design appeal."

"In addition, we are working intensively on meeting new regulatory requirements. Beyond compliance, we see this as an opportunity to live up to our guiding claim, "Comfort makes the

Difference." For us, comfort is not only about ergonomics and usability, but also about transparency, safety, and customer confidence in the materials and processes behind our solutions."

### 2025

The overarching goal guiding Vauth-Sagel in 2025 is: "Creating added value through sustainable innovation." Every project, product development and investment is measured against whether it provides real benefits for customers and end users – and whether it does so responsibly.

At the same time, a key focus this year is the implementation and rollout of the company's previously mentioned claim, "Comfort makes the Difference," across all channels. This principle is not only about product design, but also about how Vauth-Sagel communicates, how it supports its partners, and how it creates a consistent experience at every touchpoint. It has become the benchmark for all of the company's activities in 2025.

Claus tells me that they are seeing a growing demand for more affordable solutions; with the cost of living rising in many regions, customers are increasingly cost-conscious and looking for entry-level options that still provide durability and quality. "For us, this does not mean compromising on comfort or innovation, but rather developing smart, well-designed solutions that make our systems accessible to a broader audience. In addition, digitalisation is a powerful trend: more and more partners rely on our planning tools and digital offers to design and implement projects more efficiently."

Though Vauth-Sagel has a very broad product range, one recent change in customer trends stands out to Claus. "Our waste separation systems; thanks to our unique portfolio, these solutions are popular worldwide and represent our largest product category – with significant growth potential going forward."

### Sustainability

Sustainability is not a passing trend for Vauth-Sagel but a core part of the company's strategy, as Claus explains: "We invest in circular economy concepts to ensure materials can be reused and repurposed. Beyond that, we have further reduced CO<sub>2</sub> emissions in our production processes."



"Equally important: our products have always been designed with durability and recyclability in mind. They can be easily separated into clean material streams, and recycling considerations are naturally built into every product development process."

Claus promises that Vauth-Sagel's partners and customers can expect a lot from the company over the next 12 months: "On the one hand, we are pushing our digitalisation initiatives to make life easier for planners, architects and manufacturers. On the other hand, Vauth-Sagel is becoming smarter. We are working on solutions that bring intelligence into our storage systems, starting with integrated systemic lighting solutions. These products are unique in their category and represent a true innovation in how storage can enhance everyday living."

Claus is keen to emphasise that Vauth-Sagel is, at its core, a family-owned company that has always placed great value on being close to its customers: "This closeness – combined with our spirit of innovation and our sense of responsibility – will continue to guide us in the future."

"One central concern for us is the growing demand for comfort that enables people to live self-determined lives. Our mission remains to make living spaces worldwide more liveable and more comfortable – while always keeping people at the centre of everything we do."





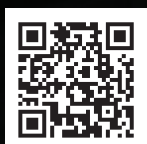


**Our new modular drawer box solution offers true design flexibility.**

As the latest addition to Blum's drawer box range, MERIVOBX adds even more flexibility. Offering a more creative solution, it enables multiple design options on a single cabinet profile. Its interchangeable sides make customisation easy without increasing complexity, so you can always create the right drawer for you and your customer.

Plus, just like Blum's effective TANDEMBOX and inspirational LEGRABOX drawers, creative MERIVOBX offers fast, accurate assembly and is backed by a lifetime guarantee.

Blum drawer box solutions. **MORE THAN A DRAWER**



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drawer box range**

**Your world. Made better.**

**↑blum®**



# DESIGN-NICHE showcases flexible finesse from Schlüter-Systems

**A**s a stylish and innovative alternative to conventional tiled storage recesses in bathrooms, wetroom areas, and kitchens, the DESIGN-NICHE from Schlüter-Systems encompasses the manufacturer's renowned expertise in meeting multiple challenges, including maintaining continuity of waterproofing while offering flexibility in terms of form, finish and alignment.

Supplied as an integrated kit in three different sizes, the prefabricated DESIGN-NICHE features a sleek powder-coated aluminium niche, available in a striking choice of finishes, while the main body of the niche can either be flush-fitted or positioned protruding from the surrounding surface. And significantly it is light and easy to install within a KERDI-BOARD or studwork frame background.

Additionally, helping respond to the most recent changes in guidance from leading warranty provider, NHBC, installation of the kits also makes use of the manufacturer's tried and trusted KERDI collar. These are pre-adhered with the manufacturer's widely specified and fully waterproof, soft polyethylene membrane material, covered on both sides with a special fleece webbing which anchors it into the tile adhesive.

The three stock sizes are 298mm square and 598 x 298mm or 1198 x 298mm with the range



effectively extending to five options as the rectangular versions can readily be fitted horizontally or vertically. All the niches offer a depth of 91.5mm making them ideal for storing shampoos and shower gels, or a host of kitchen necessities. The anodised aluminium niches are installed by cutting or constructing an accurately sized hole of the desired depth - while a knurled nut facilitates intricate adjustment between 3-55mm, with KERDI FIX being utilised to permanently bond the spacers. KERDI-FIX should also be used to fully fill the joint between the niche and the frame.

Importantly, DESIGN-NICHE's practicality and flexibility of design is given an additional dimension through the choice of five different decorative

options from Schlüter-Systems' distinctive TRENDLINE range, with matt brilliant white and matt graphite black being complemented by textured dark anthracite, textured ivory and textured beige grey – also known as 'greige'. These durable powder-coated colours further enable the DESIGN-NICHE to either coordinate or contrast with the background tiling and the other trims available in the Schlüter-Systems portfolio.

Displaying this level of quality and adaptability, DESIGN-NICHE has already caught the imagination of interior designers, and bathroom and kitchen specialists looking for a point of difference for their schemes; leading to their appearance in a wide variety of property types from residential to luxury hotels and spa destinations: where they can help define and distinguish interior spaces. And there remains the possibility to compliment the niches with other products from the company's range, such as vanity units or bespoke seating fashioned from the different thicknesses of KERDI-BOARD.

For further information, call or visit the website.



▶ 01530 813396  
▶ [www.schluter.co.uk](http://www.schluter.co.uk)







Stylish. Functional. Flexible.



## Schlüter®-DESIGN-NICHE

Stylish designer storage for any tile or stone wall

Create functional, design-led features in kitchens, bathrooms, and more with our prefabricated wall niches. Available in a choice of dimensions and Schlüter®-TRENDLINE finishes, they can be installed vertically or horizontally, flush or protruding, to suit your style. Lightweight, waterproof, and quick to install, each niche comes with a secure waterproofing collar and installation adhesive, delivering a complete solution you can trust.

It's the details that make the difference. [schluter.co.uk](https://www.schluter.co.uk)







Tim Hutchinson

## Liebherr UK

*An entire season on from our last get together, BKU's Matt Broughton speaks once again with Divisional Manager, Tim Hutchinson, about all things Liebherr UK.*

**H**aving last spoke at the start of summer, I ask Tim how the year is treating the company: “It’s been a busy period at Liebherr following the launch of our Side-by-Side models and new striking colour way, DarkGrey, which has been extremely well received by customers and retailers alike. We have also been focusing on our exciting seasonal promotions including a 10-year guarantee on all our products, which ends at the end of October, with an extension until 31st December 2025 for all DarkGrey model registrations.

“At IFA 2025, we unveiled the FNx522i full-vacuum freezer with our pioneering BluRoX insulation technology. Its unique use of recyclable vacuum-perlite insulation, alongside a focus on sustainability and repairability, makes it the world’s first large electrical appliance to achieve Bronze Cradle to Cradle Certified® status.

“Filling the gap in the current market, we also recently launched our new Chest Freezer which has been very well received, primarily due to its superior capacity.”

Tim tells me the company was thrilled to launch its Side-by-Side models earlier this year

and have received positive feedback from customers and retailers, proving the desire for American style XL appliances.

“Our Side-by-Side models combine a fridge, freezer and wine fridge so all refrigeration needs are in one place, a request we were seeing more of. We are proud to have created a product which not only answers capacity demands but includes a host of impressive technology features too. For example, the incorporated wine fridge’s ability to hold up to 44 bottles, with two individually adjustable temperature zones and four adaptable wooden shelves, provides an integrated, temperature-controlled space.”

Despite its capacity, appliances like the Prime NoFrost Side-by-Side fridge-freezer also achieve impressive energy ratings, such as a C-rating on over 600 litres of storage. High-performance insulation, precision electronic controls and inverter compressors ensure that cooling output is always matched to actual demand through Liebherr’s DuoCooling technology, minimising unnecessary energy use.

### XL and Monolith

Liebherr’s latest generation of XL fridge freezers, including the Monolith and Side-by-Side models,

offer far more than just increased capacity. These appliances feature advanced technologies such as BioFresh Professional, which maintains precise humidity and temperature to keep food fresh for up to five times longer than conventional refrigeration, and VarioTemp which allows users to convert freezer compartments into additional fridge space, perfect for busy families.

“Our Monolith models also offer exceptional, customisable design choices such as handle type, hinge configuration and fridge-freezer combinations,” explains Tim. “These large-capacity models can be seamlessly integrated into any kitchen, either as a sleek built-in look or a bold freestanding statement.”

As kitchens continue to be the heart of the home, often open-plan and highly visible, appliance design is more important than ever. Liebherr’s range of finishes, including the new DarkGrey, classic stainless steel and BlackSteel, is designed to suit a wide variety of kitchens, working particularly well with contemporary materials like wood, stone and concrete.

“This year, we were thrilled to introduce DarkGrey as a fresh design statement for modern living,” says Tim. “Its warm, muted tone adds depth and sophistication, offering a versatile alternative to traditional finishes that not only enhances kitchens but resonates with today’s design-conscious consumers.”

### 2025 and beyond

Before the end of the year, Liebherr will be launching a new product range to the UK market, the French Door, as well as a new finish to go alongside existing options, with the company feeling certain both will be popular amongst those looking for stylish, on-trend appliances.

“As with all our products, these new ranges have come from in-depth research into customer mindsets and usage habits. We look forward to bringing this product to our UK audience in the coming months.

“Despite a challenging market, we have a lot of reasons to look ahead to 2026 with optimism. We plan to approach the next year with continued awareness of customer and retail values and with our strong product innovation, new ranges and our enhanced presence through trade partnerships, we see solid growth opportunities in 2026.”



Liebherr Peak Side-by-Side Fridge Freezer with Wine Tempering Compartment in BlackSteel (model XRCBs 5295)



# Rangemaster re-engineers its Classic range cooker family for 2025

**I**conic British range cooker manufacturer Rangemaster has unveiled the most comprehensive upgrade to its Classic and Classic Deluxe range cookers in years. Available to retailers from October 2025, the refresh brings the same enhanced manufacturing standard introduced earlier this year on the Estel Deluxe and Edge Deluxe families.

At first glance, the cookers look reassuringly familiar, yet every surface is sharper: doors gain squared edges and larger viewing windows; the control dials have been redesigned for improved comfort; the fascia is slimmer, with a crisp white LED display; and a self-adjusting magnetic plinth now settles flush with any plinth line. Reinforced door seals improve heat retention, while an enlarged 29 litre Flexi Grill and telescopic oven shelves move straight across from Rangemaster's flagship models.

Beneath the styling, the hierarchy is clearer than ever. Classic keeps its fan-plus-tall-oven format for the 90cm and 100cm models (or twin 80-litre ovens on the 110cm), and is offered in four colours – Pale Cream, Gloss Black, Misty Blue and Bordeaux. Classic Deluxe steps up to an eight-function multifunction oven that adds Duo (fan + base heat) and Delicate (base-only) modes, and on the 110 cm width buyers can choose between offset configuration (a slow-cook cavity) or base configuration (bread-proving drawer). Classic Deluxe is available in eight colours, including



new Pale Cream, Bordeaux and Heather, with a choice of Chrome or Antique Brass trim. Both models are available in either dual fuel gas or induction, with Series 1 induction technology on Classic and Series 2 reserved for Classic Deluxe, complete with bridging zone, removable griddle and low temperature modes.

"These upgrades give retailers a sharper design, clearer specification ladder and an even stronger British build story," says Lee Harris, Head of Retail Sales at Rangemaster. "Classic and Classic Deluxe now sit seamlessly alongside other families, such as Estel Deluxe and Edge Deluxe, to provide a complete good better best portfolio for retail customers."

Updated POS and imagery are available now via the Rangemaster digital asset portal. Retailers should contact the Retail team for display updates and access to the portal.



**RANGEMASTER**

► 0115 946 4000 ► [www.rangemaster.co.uk](http://www.rangemaster.co.uk)







## THE TILE ASSOCIATION COLUMN



## TTA – Celebrations across the UK mark the inaugural National Tile Day

**T**TA launched National Tile Day, which takes place annually on 8th September, to celebrate tiles and the tiling industry across the UK. To mark the inaugural event, companies and organisations throughout the UK proudly committed their support for #NationalTileDayUK.

The day's goal is to raise the profile of the tiling sector by highlighting the advantages of quality craftsmanship, design and installation in wall and floor tiling and excellence across the whole tile industry.

Offering a lifetime of durability with a reference service life of 60 years according to an independently assessed Environmental Product Declaration (EPD), ceramic tiles are fireproof, waterproof and scratch resistant, making them the sustainable and practical choice for a wide range of interior surfaces. They absorb, hold and release heat gradually, unlike insulating materials, making them ideal for underfloor heating (UFH) systems and comfort living.

Supported with assets produced by TTA, the industry went all out for National Tile Day. Social media channels have been flooded with #NationalTileDayUK by a wide range of TTA members and associates, spotlighting tile trends and company stories. Meanwhile, stores and offices have been proudly putting up balloons and bunting, honouring the heritage and craftsmanship of tiles.

National Tile Day has been designed to be inclusive and flexible, with ways to take part and demonstrate your enthusiasm for the industry, no matter your size or role. By joining in, those involved in the UK tiling sector have helped to reinforce its creativity, craftsmanship and sustainability.

Visit the newly dedicated webpage [www.tiles.org.uk/national-tile-day/](http://www.tiles.org.uk/national-tile-day/) to find more information about National Tile Day.

► For further information or to join TTA visit [www.tiles.org.uk/join](http://www.tiles.org.uk/join)



## Frontline Bathrooms and Smiths Briten announce appointment of Anica Beet as Special Projects Manager



**F**rontline Bathrooms and Smiths Briten have hired industry stalwart, Anica Beet, as Special Projects Manager, a newly created role designed to support the companies' continued growth plans.

With a proven track record in the KBB sector, Anica had previously stepped back from industry life but has been persuaded by Group Managing Director, Darren Allison, to join the team at this pivotal stage. Working across both businesses, Anica will bring her experience and insight to support marketing and sales initiatives as the companies embark on an ambitious three- to five-year journey of investment and development.

With a proven track record, Anica has worked for market-leading brands including Roca, Moores Furniture and Ikea.

Speaking about the appointment, Darren Allison says: "Anica is someone I've respected for a long time, not only for her knowledge of the bathroom and merchanting sector but also for the energy and perspective she brings. At a time when both Frontline and Smiths Briten are investing heavily in customer service, stock, and systems, having Anica on board to drive special projects and provide an extra layer of support for our marketing and sales teams is an enormous asset. I am delighted to welcome her."

On her decision to return to the industry, Anica commented: "I had officially retired, but Darren's passion for the direction of the businesses was infectious. The opportunity to be part of this next chapter was too compelling to resist. I'm looking forward to working closely with the teams at Frontline and Smiths Briten to strengthen our customer proposition and support the exciting plans ahead."

► [www.frontlinebathrooms.co.uk](http://www.frontlinebathrooms.co.uk)  
► [www.smithsbriten.co.uk](http://www.smithsbriten.co.uk)





## Waters Baths of Ashbourne announces new Head of Sales UK & Republic of Ireland



**The British bath brand Waters Baths of Ashbourne has announced the appointment of their first Head of Sales for the UK and Republic of Ireland.**

As from 15th September 2025, Paul Harris will be joining the business to support and develop the sales team, while orchestrating a wider market launch of the two12 brand.

Having managed sales teams for Heritage Bathrooms, Bristan, and Victoria and Albert (Fortune Brands), basins, baths and bath fillers are no strangers to Paul, and he couldn't be joining at a better time, with Waters recently launching their Timeless collection of heritage-inspired baths.

On joining Waters Paul said, "I've had the privilege of working with some incredible businesses over

the past 20 years—places that valued both brand strength and inclusive culture. When the chance came to join Waters Baths of Ashbourne, it felt like the perfect fit. The team's energy, creativity, and shared vision made it an easy decision. I'm genuinely excited about what's ahead and proud to help shape the next chapter of this journey."

Anthony Smith, Managing Director, commented, "Application quality was exceptional, but Paul's experience and ambition stood out. Having worked within fast-moving and luxury sectors of the KBB industry, Paul will be a great asset and a massive help in delivering our new product development programme. I'm looking forward to learning from and supporting him."

He added, "2025 hasn't been easy, but we're ambitious and making plans for a great future, so watch this space!"

► [www.watersbaths.co.uk](http://www.watersbaths.co.uk)

## THE KBSA COLUMN



### KBSA – The KBB Industry Conference set to be another unmissable event

**The KBB Industry Conference quickly approaches and is set to be another unmissable event for anyone serious about the industry. Here are a few reasons why.**

**Unrivalled networking – from 6 pm, 30th September:**

Beyond the stage, the KBSA Conference is all about connection. The Retailer Dinner brings the community together for a relaxed networking opportunity – the perfect setting to strengthen existing relationships and spark new connections. By the time you leave The Belfry, you won't just feel inspired. You'll leave better connected, better informed, and ready to elevate your business.

**George Clarke – live on stage, 9:30 am, 1st October:**

Architect, TV presenter and national design icon George Clarke joins us for an exclusive on-stage conversation with award-winning broadcaster Emma Crosby. Expect candid reflections on his career, design philosophy and his predictions for the sector's future. This rare opportunity to hear George's straight-talking, passionate perspective promises to be one of the defining moments of the conference.

**Leadership that inspires – Alina Addison, 11 am, 1st October:**

Acclaimed author and leadership coach Alina Addison asks the question every business owner should confront: 'Are you a boss or are you a leader?'. Alina will challenge delegates to embrace integrity, courage and emotional intelligence as the true foundations of future-ready leadership.

**The Big Debate – real talk, real issues, 1:45 pm, 1st October:**

Back for 2025 and bigger than ever, The Big Debate brings together four powerhouse voices from across the industry: Liam Butler (Butler Interiors), Lindsey Copperwheat (TC Kitchens), Jamie Harding (Et Lorem), and Lynne McBride (Tolle Kitchens). Hosted by Emma Crosby, this session tackles the issues that matter most – from design fees to supplier frustrations, staffing challenges to shifting customer expectations. With live audience interaction via Slido, it's your chance to challenge, shape and lead the discussion.

**Celebrating excellence – KBSA Designer Awards 2025, from 6 pm, 1st October:**

The KBSA Designer Awards shine a spotlight on the creativity, professionalism and innovation of members nationwide. This year, the awards will be hosted by sports commentator and broadcaster Colin Murray.

► More details are available from  
The KBSA  
[www.kbsa.org.uk](http://www.kbsa.org.uk)  
or call 01623 818808

# KBSA





## Frontline Bathrooms & Smiths Briten appoint Hayley Simmons as senior marketing consultant to drive strategic growth

**F**rontline Bathrooms and Smiths Briten have announced the appointment of Hayley Simmons as Senior Marketing Consultant, a move designed to strengthen and accelerate the companies' marketing and brand strategies in line with ambitious growth plans over the next three to five years.

With more than 15 years' experience across the KBB and home improvement sector, Hayley has established herself as a leading authority in bringing together brand, marketing, commercial and product disciplines into a cohesive strategy that drives measurable results. She is the founder of KBB Marketing, where she has worked closely with national and independent retailers, distributors and manufacturers to refine their brand positioning, deliver targeted marketing campaigns and develop product strategies that align with wider commercial objectives.



In her new role with Frontline and Smiths Briten (which is part time), Hayley will focus on reviewing the existing marketing approach before developing a long-term framework that ensures both businesses are positioned to achieve sustained growth. Her work will encompass everything from strengthening the brands' identity and messaging to aligning product development and commercial decision-making with marketing activity. By uniting these areas under one strategic direction, she will help to create the clarity and focus needed to meet the companies' expansion goals.

Commenting on the appointment, Darren Allison, Managing Director of Frontline Bathrooms and Smiths Briten, said: "Hayley's arrival marks an important step in our growth journey. Her breadth of experience and proven ability to connect brand strategy with commercial and product insight will give us the tools we need to not only grow, but to do so in a way that is meaningful and sustainable. This is about building solid foundations that allow us to expand our reach, strengthen our relationships with retailers and merchants, and ultimately deliver more for our customers."

Hayley adds: "What drew me to working with Frontline and Smiths Briten is the scale of their ambition and the opportunity to make a real impact by bringing together all the elements that drive growth. Marketing cannot sit in isolation; it has to work hand in hand with brand, product and commercial planning. I'm excited to be working with the teams to create a strategy that not only supports the businesses today, but also positions them strongly for the years ahead."

Frontline Bathrooms, based in Featherstone, and Smiths Briten, based in Bolton, continue to invest in operations, logistics and customer service as they set the foundations for long-term expansion. The appointment of Hayley Simmons is the latest step in ensuring the brands are equipped with the expertise and structure needed to deliver on those ambitions.

► [www.frontlinebathrooms.co.uk](http://www.frontlinebathrooms.co.uk)  
► [www.smithsbriten.co.uk](http://www.smithsbriten.co.uk)

## Grant Westfield appoints new Customer Experience, Quality and Training Manager



**G**rant Westfield, the UK's leading manufacturer of wall panels, has strengthened its Customer Experience team with the appointment of Joseph Gawne as Customer Experience, Quality, and Training Manager.

Joe brings several years of experience within the customer service sector, with a strong background in quality assurance, team leadership and coaching. He has successfully developed and embedded quality assurance frameworks into daily business operations, driving improvements in service delivery and ensuring consistently high standards across teams.

Commenting on his appointment Joe said: "I'm really excited about the opportunity to contribute to Grant Westfield's journey toward delivering a world-class customer experience. I look forward to working closely with the wider team to identify areas for improvement and to ensure that every customer interaction we deliver is consistently exceptional."

Donna Baird, Head of Customer Experience at Grant Westfield, commented: "Joe's role is a new and key addition to my leadership team. He will be responsible for reshaping our customer interactions by creating and implementing a new customer experience framework. This will align our teams around new service standards and scoring systems, helping us deliver world-class service."

We currently have around 100,000 customer interactions annually, and Joe's role will support us in monitoring and enhancing these.

Joe will also be responsible for training our Customer Service team. His training will cover soft skills as well as a continued focus on building knowledge of our systems, processes and products.

I'm confident that Joe will play a pivotal role in our success, and I know he's looking forward to joining us here at Grant Westfield."

For more information, please visit the website.

► [www.grantwestfield.co.uk](http://www.grantwestfield.co.uk)





## WORKTOP FABRICATORS FEDERATION



### Worktop Fabricators Federation – What defines a reputable worktop fabricator?

**A**s the worktop industry grows, so does the need for fabricators to uphold high standards not only in craftsmanship but also in transparency, customer service, and ethical practices. Here's what makes a reputable fabricator stand out:

#### Transparency and documentation

A reliable fabricator provides clear, written quotes that detail material specifications, edge profiles, and installation schedules. Written contracts, including warranties for both materials and workmanship, help avoid misunderstandings and ensure smooth transactions.

#### Material integrity

Top fabricators use quality, traceable materials and maintain strong relationships with suppliers. Working with branded surfaces adds value and ensures product warranties. Additionally, fabricators should allow clients to inspect materials before fabrication, particularly with natural stone.

#### Skilled workforce

Investing in skilled teams, trained on the latest fabrication techniques and machinery, ensures top-tier results. In-house teams provide greater control over the process and schedule, reducing risk.

#### Customer experience

Professionalism extends beyond the work itself. A reputable fabricator communicates clearly, respects the client's space, and adheres to timelines, ensuring a positive customer experience. Managing online reviews and showcasing successful projects helps build trust.

#### Ethical practices

Upholding industry standards, fair pricing, and compliance with safety regulations shows professionalism and ensures long-term business success.

Of course, the best way to ensure you've got the right fabricator for the job, is to choose a member of the Worktop Fabricators Federation. Find one at: [worktopfabricators.org](http://worktopfabricators.org)



► 07591 339 144  
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► [www.worktopfabricators.org](http://www.worktopfabricators.org)

## BIFIS – An exciting new chapter



**T**his month, the British Institute of Kitchen, Bedroom & Bathroom Installation (BiKBBI) changed its name to the British Institute of Fitted Interiors Specialists (BIFIS), and I'm delighted to share the reasons behind the change. This milestone represents careful consideration of evolving needs of our industry, our stakeholders, and the wider community.

The support since we announced the change earlier this year has been incredible, confirming that the decision was the right one. The transition affects thousands of tradespeople, hundreds of showrooms, and many valued stakeholders, all of whom were central to our thinking. I must also thank my team, who have worked tirelessly to prepare for this transformation alongside our ongoing activities.

A key driver for the change is the need for greater consumer clarity. While "KBB" is well known within the trade, it often causes confusion outside the sector. Our mission has always been to champion professionalism and raise standards, but our name must also resonate with the public. The term "Fitted Interiors Specialists" communicates our purpose more clearly and inclusively.

BIFIS reflects the reality that today's homes are holistic spaces. Kitchens, bedrooms, and bathrooms are no longer viewed in isolation; installation and design now extend into living rooms, utility areas, offices, and bespoke storage. Our registered trades' expertise covers all aspects of interiors, and our new identity embraces this broader scope.

This shift positions us for the future. As trends, technologies, and lifestyles evolve, BIFIS allows us to support innovation, from traditional installations to smart home integration. It ensures our institute remains relevant, recognisable, and respected for years to come.

What won't change are our values. We remain committed to professionalism, training, compliance, and sustainability. Our dedication to supporting specialists and protecting consumers is stronger than ever.

This transformation has only been possible through the trust and support of our stakeholders. We are proud of our heritage as BiKBBI, and even more proud to carry that legacy forward as BIFIS – leading the way for fitted interiors across Great Britain.

Damian Walters  
Chief Executive Officer, BIFIS







## THE IPG Supporting Independents



### The IPG Conference: A Celebration of Community and Collaboration

**P**reparations are well underway for The IPG's biennial conference and this year's event promises to be one of the most exciting yet. In November 2025, members and suppliers will trade the winter chill for Mediterranean warmth as they gather at the stunning Tivoli Marina Vilamoura Algarve Resort in Portugal for two days dedicated to connection, collaboration and growth.

The conference is a celebration of the partnerships and shared values that make this community so strong. This year's event blends insightful talks, face-to-face networking and inspiring conversations designed to spark new opportunities. Friday's sessions are a particular highlight, offering members and suppliers a chance to connect directly, exchange ideas and lay the foundations for future collaboration.

Saturday's speaker line-up reflects the range of expertise within the industry. Lee Wilcox, CEO and Co-Founder of On The Tools, will share insights into what drives tradespeople and how they choose where to buy. Brand ambassador and host Mark Millar will explore the transformative power of independent businesses, while CIPHE President Jason Clark ENG TECH FCIPHE RP, will close with an inspiring session on raising standards and strengthening the professional community.

The IPG is also proud to welcome hansgrohe and Wavin as headline sponsors, showcasing innovation in bathroom design, plumbing solutions and infrastructure technology. Their support underlines the spirit of partnership that defines the group.

At its heart, The IPG Conference is about coming together to share knowledge, strengthen relationships and shape the future of the industry. As Mark Millar says, "It's going to be one to remember."

*Nike Lovell,  
Marketing Director, The IPG.*

▶ [www.tradelocalday.co.uk](http://www.tradelocalday.co.uk)  
▶ [www.the-ipg.co.uk](http://www.the-ipg.co.uk)



## Sanbra Group, announces the appointment of new Sales Director



**S**anbra Group, parent company of leading European shower enclosure brands, announces the appointment of Jo Edwards to Sales Director for the UK Showering Division. With invaluable and insightful knowledge, Jo now leads the UK Showering Division for Flair Showers, The Shower Lab and Majestic London.

Jo brings over 20 years of leadership and commercial experience in the bathroom and showering industry to her role. Jo has previously held senior positions with highly respected brands within this sector, driving growth across trade, specification and national account channels. Additionally, Jo has proven to deliver commercial growth by building strong customer partnerships, increasing specification and trade sales, and implementing strategic account management initiatives.

As part of her new role, Jo will be focusing on strengthening Flair's UK market presence, building and developing relationships with national merchants, distributors and developers, as well as championing innovation within the industry.

Martin Murphy, Managing Director, Flair Showers Limited, says: "We are thrilled to welcome Jo to the Sanbra Group showering division. With her extensive experience within the industry, and proven skill set, her knowledge will support us as we continue to evolve our business in the UK. Jo's appointment significantly strengthens our UK sales team, providing further support to our trade partners, reinforcing our commitment to the UK market."

Jo Edwards comments: "I am delighted to join the Sanbra Group UK Showering division team. Flair's reputation for high-quality, beautifully designed shower solutions is well-established in Ireland, and I'm excited to build on that story and strengthen our proposition in the UK. After more than two decades in the industry, I'm honoured to continue my career with a brand that boasts such a rich heritage, founded on dedication and innovation. I'm also looking forward to promoting the premium enclosures offered by The Shower Lab and Majestic London."

Please contact the Sanbra Group for more information on Flair Showers.

▶ [sales@flaishowers.co.uk](mailto:sales@flaishowers.co.uk)  
▶ [www.sanbragroup.com](http://www.sanbragroup.com)  
▶ [www.flaishowers.co.uk](http://www.flaishowers.co.uk)



# Reginox UK restructures sales team as it looks to accelerate future growth

**Reginox UK has made two major changes to the composition of its sales team as it looks to accelerate future growth.**

Surrey-based Mark Skinner is joining Reginox as its new National Sales Manager, mainly covering London and the south east, but also working closely with Andy Robinson, the firm's UK Contract Specification Manager, as it looks to build on its success in the sector.

Skinner is stepping into the role vacated by Rebekah Tomkinson, who has been appointed National Key Accounts and Business Development Manager.

Her role is to target major suppliers in the UK kitchen industry, including DIY retailers, multi outlet merchants and kitchen furniture manufacturers, as well as serving as area sales manager for the north.

Based in the Netherlands with a UK headquarters in Cheshire, Reginox is acclaimed for the style and innovation of its wide-ranging array of stainless steel, composite and ceramic sinks, as well as conventional, filtered and boiling water taps.

Dave Mayer, Reginox UK's Commercial Director, says: "These are exciting new roles in the business as we look to build on the huge strides

forward, we're enjoying in both the housebuilding and KBB sectors.

"Mark has been in the industry for over 10 years. He has previously worked for some of our biggest customers and has a wealth of knowledge about the housebuilding and contracting sector, so he speaks the same language as Andy, which will help them both.

"National Key Accounts Manager is an exciting role for Rebekah too. She will be targeting some of the biggest players in the UK market, where we think we can grow.

"I'm delighted for both of them and the brief to both is to continue to build on the excellent work we've done over the past 10 years in particular."

Skinner includes general and regional manager roles with Wren Kitchens, Currys PLC and Symphony Kitchens among his previous experience.

He has also sold kitchens to tier one contractors, managing the sales process, contract reviews and growing, and developing the customer base for high-rise developments in London and the south.

He says: "Reginox is an incredible brand and although I've not come from the sink and tap world, I know of it, and I know the quality of the brand and the product.

"I'm really excited about what we want to achieve in the UK, and what we want to achieve with this team. It's just right for me and it gives me the chance to maximise my skillset.

"The first priority will be getting to know the business, the people and the customers, especially the TIs, and meeting as many of them as possible across the UK."

Tomkinson, meanwhile, has worked at Reginox for almost 12 years and was previously UK Sales Manager.

She says: "We've never had a national business development manager before, so I'm quite excited and looking forward to growing into the role as well as continuing to cover the north, which is a big area for us.

"Bringing on new big customers is something that I really enjoy and when the opportunity came up, I decided to throw my hat into the ring."



▶ + 44 (0) 1260 28 00 33  
▶ sales@reginox.co.uk  
▶ www.reginox.co.uk



Mark Skinner, National Sales Manager and area sales manager for London and the south east



Rebekah Tomkinson, National Key Accounts and Business Development Manager and area sales manager for the north



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