

HPP adds £3m second production line to increase manufacturing output



Oldham-based kitchen and bedroom furniture and door manufacturer and supplier Hill's Panel Products – HPP – has invested £3m in a second production line to increase its manufacturing of vinyl-wrapped doors for its trade customers.

According to HPP, the new line allows it to increase output of its bespoke vinyl-wrapped

doors from 30,000 to 45,000 units per month in the short-term, adding that it should be able to increase manufacturing to at least 50,000 per month in the long-term.

The company invited Oldham West MP Jim McMahon and Oldham Metropolitan Borough Council leader Sean Fielding to a ribbon-cutting ceremony for the new facility, as well as a site tour led by HPP works manager Steve Hannan and marketing manager Dan Mounsey.

"It's great to see people of such high-calibre and enthusiasm as Jim McMahon

and Sean Fielding taking time out of their busy schedules to visit HPP," said managing director Keith Wardrope. "We all share a desire to support manufacturing and economic development, quality careers and skills."

HPP chairman Stephen Hill added: "The new line will manufacture doors across 40 styles and 70 colours, offering 2,800 possible combinations. 70% or 80% of our vinyl-wrapped doors will now be manufactured on the second production line while our first production line will focus on more intricate orders."

Samsung unveils new support programme for its retailers



Samsung Electronics UK has launched Samsung Kitchen Circle, a programme designed to

provide support, education and acknowledgement to "dedicated Samsung kitchen specialists who believe in the brand's vision", according to the company.

The brand will be offering support through a specialised technical team as well as a "full suite" of online marketing materials and in-store video assets.

Retailers will also be given product training for each new launch, and a monthly round-up

newsletter detailing key activities. Samsung will also be rolling out a year-round rewards scheme to "acknowledge commitment and excellence", with an awards event set to be held later in the year.

"A key aspect of the programme will be to humanise and add a real personal touch to our partnership with kitchen specialists," said Samsung UK and Ireland home appliances head Mark Seaman.

"At Samsung we have a team of people who are incredibly passionate about kitchens and home appliances and we feel that the Samsung Kitchen Circle really provides us with a two-way channel to put this across and engage more with our kitchen specialist customers," he added.



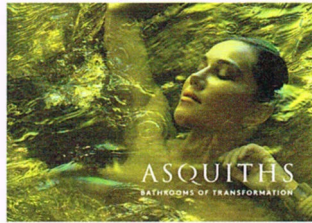
Shining star: Founder of iconic brand Smallbone of Devezes, Charlie Smallbone, pictured, is embarking on a new venture. The Ledbury Studio will open in April with a debut showroom in London's Notting Hill. Taking centre stage in the Ledbury Mews' studio is the Metallics kitchen collection, which takes inspiration from a design Smallbone originally created for the 2018 RHS Chelsea Flower Show

Roxor launches new 'high-end' bathroom brand

Roxor Group has launched its new bathroom brand Asquiths, which the bathroom manufacturer and supplier said is designed to appeal to the premium sector of the market with a focus on "luxury, wellbeing and spa-like qualities".

According to Roxor, it has created the new brand in response to customer demand for a "quality, upmarket bathroom brand that is designed to invoke emotions centred on relaxation, meditation and the transformational qualities of water".

The new Asquiths brand has the message 'Bathrooms of Transformation' and is supported by a full brand package for independent retailers as well as marketing materials and end-user brand communication, Roxor said.



picture this



Inspiring ideas

Smiths-Briten has unveiled its 431-page brochure that features the ever popular Pure Bathroom Collection. Said by the company to be its most comprehensive brochure to date, trading director Gareth Jones described it as an inspirational tool for its retail partners and their customers.

Centre of attraction

Caple has opened its newly created experience centre at its Bristol HQ. The striking 2,000sq ft showroom space houses seven kitchen displays. These showcase the Verse Zeta matt anthracite and Epos natural oak cabinets, Sense appliances and also includes a demonstration area for brand ambassador, Michelin-starred chef Josh Eggleton.



Piece of the action

To mark the 21st anniversary of its Cookcentre range cooker, Belling held a sales-boosting in-store party at Long Eaton Appliance Company, after the retailer won a national competition. Customers were offered a week of discounts on Belling range cookers and attendees received food and drink. Glen Dimplex Home Appliances national field sales manager Sara Barlow is pictured right, with Long Eaton MD Dave Rowland.

Smart set

Aqualisa's HiQu smart shower has been specified in the refurbishment of Hever Castle in Kent, the former childhood home of Anne Boleyn which opened as a luxury bed and breakfast in 2012. Interior design company Interiors at Nine to Eleven chose the shower for the 28 guest rooms in the Anne Boleyn and Astor wing, for its "performance, reliability and modern aesthetic".



Launch party

Stoneham kitchen retailer Dobsons marked the opening of its newly refurbished showroom, in Cheshunt, Hertfordshire, with an evening launch party last month. Guests enjoyed wine and cheese tasting, and dishes prepared by Bora chefs, all served in the seven new kitchen displays.

Rich pickings

IDS has invested £350,000 in a state-of-the-art Hubtex EZK20 worktop picking platform for its Newcastle-under-Lyme warehouse. The multi-directional picker will improve efficiency and reduce energy consumption, and has the capacity to handle up to 450 worktops per day and with a load of up to 1500kg from a height of up to eight metres.



Uform's £100,000 Design Centre refresh



Kitchen door and component supplier Uform has invested £100,000 in a refresh for its Design Centre located in County

Antrim in Northern Ireland.

The company has added eight new "cutting-edge" displays to the 7,000sq ft space – which now houses 30 displays in all – featuring the latest door styles from its Kitchen Stori consumer brand. The centre now also features a colour- and finish-focused area, and a dedicated product research and development area designed to "capture

customer feedback", Uform said.

"We're extremely pleased to be able to unveil a fresh new look for our Design Centre," said Uform product and Design Centre manager Sara Cotter. "We've made a substantial investment in this space – and based on feedback from our trade customers to date – we're thrilled at how well it has been received."



On a high

Schmidt scaled new heights when it created its Vertical Home concept in conjunction with English mountaineer Kenton Cool, as part of an eight-episode documentary on customer service. One of the brand's kitchens was installed on the side of Le Parmelan mountain in the Alps at an altitude of 2,000 metres, with Cool then making the Schmidt team scrambled eggs while suspended in the air.