



kbbreview
AWARDS
2012

ENTRIES NOW OPEN

FOR DETAILS ON HOW TO ENTER
WWW.KBBREVIEW.COM



WELCOME

WELCOME to the launch of the kbbreview Awards 2012. Believe it or not, next year's event will be the 18th birthday for these awards and it's a huge milestone for all of us lucky enough to have been involved with them over the years. We all know that the market is still incredibly tough and retailers need to differentiate themselves by service, design skills and expertise, but these days the reassurance of reputation, financial stability and flexibility are just as important.

And I can think of no better way to underline all those things than by getting the acknowledgment of your peers.

It's a great night out, but the most important thing for me has always been that the kbbreview Awards really can make a difference to the success of your business.

In March next year, that could be you. It really is magic, but it's certainly no trick...

Andrew Davies, editor, kbbreview
andrew@kbbreview.com



“Being nominated is great, to win is even better and it's great for the clients as they will hopefully have more confidence in my abilities...”

Donna Grech -
Grech & Grech Interiors
Design category winner 2011

WHAT ARE THE KBBREVIEW AWARDS?

The kbbreview awards is a prestigious annual event, now in its 18th year, which rewards retailers and designers in the kitchen and bathroom industry.

Who can enter?

There are 17 awards given out, 14 of which are open to entries. They are split into two distinct disciplines - business and design. The design categories are open to anyone designing kitchen and bathroom projects in the UK and Ireland and the business section is for anyone operating a kitchen or bathroom retail showroom in the UK and Ireland. Independents, multiples and franchisees are all welcome to enter (see rules at www.kbbreview.com).

What are the categories?

A synopsis of the categories is listed opposite, but there are design categories for domestic projects at differing budget levels and designers working specifically for contractors, house builders and developers.

The business categories reward the best customer service, showrooms and all-round retailers.

Go to www.kbbreview.com for help in choosing which categories are right for you and to see the details on each one.

How do I enter?

The entry process is very simple and is laid out in detail online. But simply put, you choose your categories, you write up supporting text and pick photos that best illustrate the design or business. You then go to the kbbreview website, fill in your details and follow the instructions.

What does it cost to enter?

Absolutely nothing, it's completely FREE.

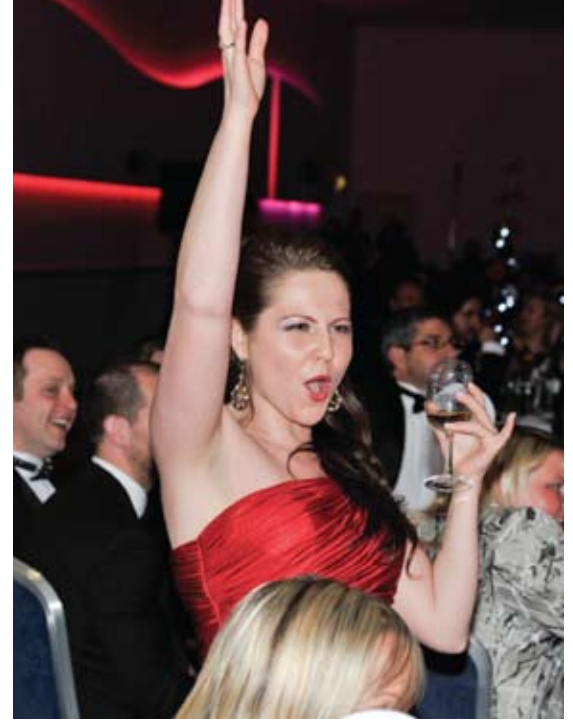
What's the closing date?

The entry process begins on September 1, 2011 and closes no later than midday on November 30.

Please note, there will be no extensions.

How are the winners chosen?

After the closing date, our judging panel of experts narrows all the entries down to a short list of finalists, which will be announced in December. Then, for the design categories, the finalists will be invited to London to present their designs to the judges in person on February 2, 2012. In the business categories, all the finalists will be visited by the judges in their showrooms to see their operation for themselves.



I'm only a small business...

Judges are specifically guided not to look for who has the biggest turnover, showroom or highest budget for a design. They look for how well you have used the resources available to you - whether that's a small showroom or huge superstore. Likewise in design, the main criteria are how well you have met your client's brief and whether you have spent their budget wisely - whatever that budget may be.

When do we find out who's won?

All the finalists are invited, along with a partner, to the 800-seat, black-tie award ceremony on March 5, 2012 at the **Hilton Metropole in Birmingham** - alongside the kbb Birmingham exhibition at the NEC - and the winners are announced with the traditional opening of an envelope.

FOR ALL DETAILS - WWW.KBBREVIEW.COM





**WHAT'S
NEW FOR
2012?**

This year marks the event's 18th birthday and what better opportunity to give the awards a makeover! We've examined every element of the criteria, the judging process and the night itself.

We've changed the names of several categories to reflect better the needs of the winners and finalists. We want the names to pass the 'what would I stick in my showroom window?' test...

We've also taken a couple of categories away, mainly because of the changing market and potential ambiguities between them and other categories. We've also tweaked the project costs in the design categories to better reflect the market.

The entry process has also been considerably simplified, with a straightforward series of questions rather than a daunting essay.



New for 2012, the Retailer of the Year and Showroom of the Year winners will win a year's worth of advertising in leading consumer magazine, Kitchens, Bedrooms & Bathrooms, worth over £20,000! (*T&Cs apply)

"We're absolutely thrilled and it's a credit to all the team that's involved. We've grown continuously since we started and it feels great to have some recognition for all the hard work."

**Rob Gelling - Kitchen Architecture
Business category winner 2011**

THE CATEGORIES

KITCHEN DESIGN

**Kitchen Designer of the Year -
project cost over £50,000**

**Kitchen Designer of the Year -
project cost £30,000 - £50,000**

**Kitchen Designer of the Year -
project cost up to £30,000**

Kitchen Contract Designer of the Year

KITCHEN BUSINESS

Kitchen Retailer of the Year

Kitchen Showroom of the Year

Kitchen Customer Service of the Year*

BATHROOM DESIGN

**Bathroom Designer of the Year -
project cost over £25,000**

**Bathroom Designer of the Year -
project cost £10,000 - £25,000**

**Bathroom Designer of the Year -
project cost up to £10,000**

Bathroom Contract Designer of the Year

BATHROOM BUSINESS

Bathroom Retailer of the Year

Bathroom Showroom of the Year

Bathroom Customer Service of the Year*

OTHER AWARDS

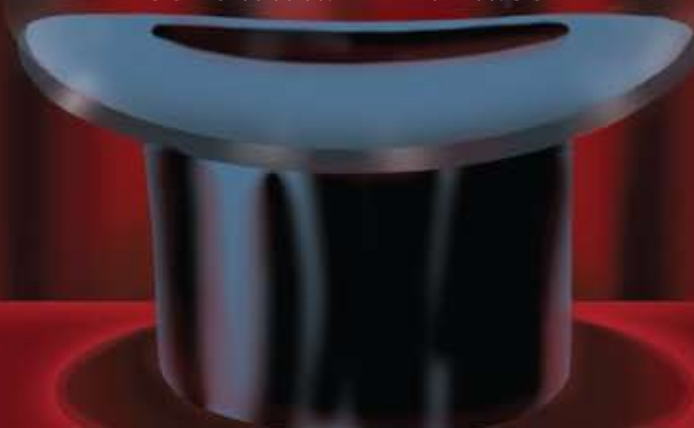
Special Achievement Award*

Kitchen Product Innovation of the Year

Bathroom Product Innovation of the Year

***Does not require submitted entries**

**FOR FULL DETAILS ON THE CATEGORIES
GO TO WWW.KBBREVIEW.COM**



HOW TO ENTER



STEP ONE

Pick your categories

Choose your categories. You can enter as many as you like, but you can only enter each once. In the design categories, you cannot submit the same design more than once and in the business categories multiple retailers must choose one showroom (unless they're a franchisee).



STEP TWO

Get your pictures together

Every entry will need pictures that show the design or showroom to the best effect. Pictures should be JPEGs with a minimum resolution of 300dpi at 100mm x 100mm (if in doubt, send us the biggest you have). Please DO NOT send pictures as PDFs or embed them in Word documents.



STEP THREE

Write your text

Fill in the form at www.kbbreview.com. It's a very simple series of basic questions that will give us enough detail to choose our short list. All design finalists will be given the opportunity to explain their projects in detail to the judges at the presentation day. Likewise all business finalists will be visited by judges for full details.



STEP FOUR

Send it to us

The easiest way to enter is to go to www.kbbreview.com and follow the simple instructions. You will also find details of how to enter by post there.



STEP FIVE

Ask for help

Email awards@kbbreview.com or call 020 8515 2113 and we'll do our best to help.



STEP SIX

Remember the closing date.

Make all your efforts count. Get your entry to us by the closing date - no later than midday on November 30.

There will be no extensions to that deadline.

MORE REWARDS THAN EVER...



● We have a dedicated PR company, which will work with winners to help them promote their success at the awards. This is particularly effective with local and regional press, where the retailers achieve significant coverage.



● All design finalists receive a one-year honorary membership of the Society of British Interior Design (SBID), which is now a regular supporter of the event.



● In the business categories, winners of the Retailer of the Year and Showroom of the Year awards will receive a year's free advertising in leading consumer magazine, Kitchen, Bedrooms & Bathrooms, worth more than £20,000. *T&Cs apply

KEY DATES

- Entries open **September 1, 2011**
- Entries close **November 30, 2011 (NO EXTENSIONS)**
- Finalists announced **December 2011**
- Design finalists' presentations **February 2, 2012**
- Business finalists' showroom visits **January-February, 2012**
- Kbbreview Awards event **March 5, 2012**

FOR FULL DETAILS GO TO WWW.KBBREVIEW.COM

FOR ALL THE RULES ON ENTRY GO TO WWW.KBBREVIEW.COM

The kbbreview awards are proudly sponsored by:





KITCHEN DESIGN CATEGORY ENTRY FORM

This is the information required to accompany your images and plans so that we can shortlist all the entries to four finalists. Those finalists are then invited to present their projects in detail and in person to the judges on February 2, 2012.

I am entering the following category...

TICK BOX (ONLY ONE)

- Kitchen Designer of the Year - project cost over £50,000
- Kitchen Designer of the Year - project cost £30,000 - £50,000
- Kitchen Designer of the Year - project cost up to £30,000
- Kitchen Contract Designer of the Year

Sum up the brief from your client...

The total project cost paid to you by the client was...

This figure includes...

TICK BOXES

- VAT
- Installation
- Appliances
- Furniture
- Worktops
- Flooring
- Lighting
- Building work
- Other (*please specify*)

If possible, please give brand names for...

Appliances

Worktops

Furniture (if bespoke, please say so)

Sink/brassware

Any other relevant products

What bespoke elements are in this project?

What difficulties did you have to overcome?

Anything else you'd like to tell us?

UPLOAD YOUR SUPPORTING PICTURES AND PLANS

It is HIGHLY advisable to include plans and projections if at all possible. This significantly helps the judges understand your project thoroughly.



BATHROOM DESIGN CATEGORY ENTRY FORM

This is the information required to accompany your images and plans so that we can shortlist all the entries to four finalists. Those finalists are then invited to present their projects in detail and in person to the judges on February 2, 2012.

I am entering the following category...

TICK BOX (ONLY ONE)

- Bathroom Designer of the Year - project cost over £25,000
- Bathroom Designer of the Year - project cost £10,000 - £25,000
- Bathroom Designer of the Year - project cost up to £10,000
- Bathroom Contract Designer of the Year

Sum up the brief from your client...

The total project cost paid to you by the client was...

This figure includes...

TICK BOXES

- VAT
- Installation
- Sanitaryware
- Brassware
- Shower
- Bath
- Appliances
- Furniture
- Tiling
- Flooring
- Lighting
- Building work
- Other (*please specify*)

If possible, please give brand names for...

Sanitaryware

Brassware

Furniture

Shower

Bath

Tiles

Any other relevant products

What bespoke elements are in this project?

What difficulties did you have to overcome?

Anything else you'd like to tell us?

UPLOAD YOUR SUPPORTING PICTURES AND PLANS

It is HIGHLY advisable to include plans and projections if at all possible. This significantly helps the judges understand your project thoroughly.



BUSINESS CATEGORY ENTRY FORM

This is the information required to give details to your entry so that we can shortlist all the entries to four finalists. Those finalists are then visited by judges so they can get the full story on your business and showroom in person.

Please fill this form in as much as you can as more detail means a better chance of being shortlisted and it makes it easier for the judges to compare very different businesses.

If you would rather send us this information on an email or by post, that's fine but please remember to use the same headings and include your full contact details.

Background

Describe your business and give a brief history and breakdown of how you've reached where you are today

Business success

Give some evidence as to why you're a successful business. Growth, turnover, margins, size, staff etc. Remember that definitions of success change as the market grows and shrinks.

Marketing

How do you make sure your target market knows about you? How do you use databases and other customer information to drive sales? What events and other novel methods do you use to get your business noticed?

Online

How do you use the internet to keep in touch with customers, market yourself and keep up with new products and innovations?

Showroom

Describe your showroom. What is your overall showroom strategy? How have you considered your customer's journey through the store?

Staff and training

How do you pick your staff? What training do you provide? What career paths are available to them?

Customer service

What is your customer service strategy? Do you treat them like kings? Or let the showroom speak for itself? What clever ideas do you use to keep the customer satisfied?

Forward planning

What strategy do you have for the future? How well do you know where you want to be and how you're going to get there?

UPLOAD YOUR SUPPORTING PICTURES AND PLANS

Send in plenty pictures of your showroom and any other relevant pictures. It is HIGHLY advisable to include showroom plans if at all possible. This significantly helps the judges understand your showroom thoroughly.