

INNOVATION DESIGN PERFORMANCE

"The best objects look completely natural – but looking natural involves the right balance of form, proportion, detailing and materials. Naturalness also involves simplicity and subtlety of character which, if achieved, ensure the product will age well rather than become dated."

Jasper Morrison



Jasper Morrison Bathroom Collection By Ideal Standard

Ideal Standard creates coordinated bathroom solutions that reflect your personality, needs and desires. Everything you need to enhance the well-being of your body and mind. This collection by Jasper Morrison, one of Europe's leading designers, combines Ideal Standard innovation and performance with a design that has the integrity of a modern classic. For a brochure call 0800 590311 or email ideal-standard@idealstandard.co.uk or visit www.ideal-standard.co.uk

Ideal Standard sponsor of the Master Retailer Award



Business awards



MASTER RETAILER AWARD FOR BATHROOMS

The Master Retailer Award is the highest accolade these awards have to offer. To win this award is proof that you have an all-round package that gives your target customers the very best this wide and varied industry has to offer.

Winner Burge & Gunson, London



Above: Barry Gunson

Established for over 40 years, Burge & Gunson started as a plumbers' merchant but now claims to be London's largest independent bathroom specialist. Continual growth year-on-year has put turnover at over £13m, and it has achieved this through offering a wide

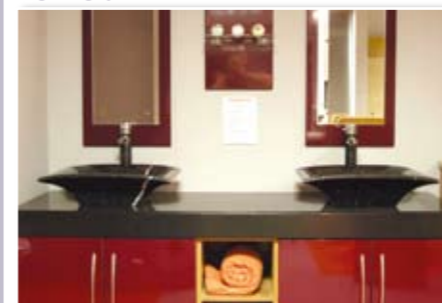
range of products at different price points and always making sure that staff know and understand those products like the backs of their hands. Customers want knowledge and expertise from a company that's been around that long and they get it at Burge & Gunson.

Judges' comments

"Truly a retailer for the times, Burge & Gunson are focusing on doing the basics even better. It has a down-to-earth, no non-sense business approach based on a passion to deliver, good product knowledge and a well drilled sales team. In these challenging times, Burge & Gunson will survive and prosper. Of all the showrooms I visited it was the busiest, had the most buzz, and the one in which all staff were working together in a professional manner, knowing that times are tough, but intent on delivering results when it matters the most."

Finalists

**Britannia Bathrooms,
Lichfield**



Family-run Britannia Bathrooms opened in 2003 and in 2008 moved to new 2,000sq ft premises, reflecting the company's growth and desire to stretch itself. A real example of a great local business.

**Taylor's Etc,
Cardiff**



Taylor's Etc is a company built not only on family values, but also individual flair and ideas. What started off as a tile business in 1965 by Brian Taylor is now a superb bathroom specialist.

**Ripples,
Solihull**



A finalist at the 2008 awards, Martin and Lisa Hammond's Solihull Ripples franchise has been ranked as the top showroom in the group for the last three years, despite being the smallest.

Master Retailer Award for Bathrooms is sponsored by:



For full entries from both winners and finalists see www.kbbreview.com