



**20 August 2012**

## **INSIGHT RETAIL GROUP LOOKS TO REMODEL KITCHEN PURCHASE PROCESS**

### **Kitchen-compare.com is set to cut consumer confusion**

UK consumers are currently faced with a bewildering array of designs, prices, promotions and information when they begin looking for a new kitchen, says Insight Retail Group (IRG). To help consumers save time and money during the buying process and to cut through the clutter, IRG is launching the brand new kitchen comparison website **Kitchen-compare.com**.

Consumers often spend up to a year planning their new kitchen, gathering information, looking for ideas and inspiration and ensuring the budget is in place. However, it is during the next stage, the 'Valuation Phase' when consumers start obtaining quotations, that they are faced with a large number of retailers, endless promotions and confusing specifications.

To date there has been nothing available to help consumers navigate this very confusing market and Kitchen-compare.com now aims to save buyers time, money, energy and frustration.

Kitchen-compare.com is the first website to provide an independently price checked comparison that will make the decision and buying process easier. Prices are updated daily and the user friendly site allows consumers to search and compare kitchens based on their own personal style; contemporary, classic, or traditional.

To make the comparisons even easier, IRG has designed three of its own 'model kitchens', a galley, a U-shape and an L-shape design, containing all of the components needed for a finished kitchen. With clear details listing exactly what is included in the final price, there's little chance of being unaware of additional last minute costs.

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IRG research shows that a number of well-known retailers are displaying in-store kitchen prices on the basis of their own 'model kitchens'. Some retailer's model kitchens only contained eight cabinets, when the average UK kitchen has over 10 and in many cases the displayed price didn't include items most people consider as standard such as a work-top, side panels and handles for the kitchen cupboards.

Steve Collinge, Commercial Director, IRG said: "We launched Kitchen-compare.com in response to the frustration some consumers experience after a quotation which is twice the price they expected for their dream kitchen. We want to cut through the confusion, save time and clarify exactly how much a kitchen will cost so consumers can decide where to purchase from.

"It is our aim to present consumers with clear, up-to-date and consistent price comparisons across the major kitchen retailers, without them ever having to leave the comfort of their own home. We are initially comparing three leading retailers and will be adding more over the coming months."

The website has been created by IRG following the successful launch of the Insight 100 Price Basket Comparison at Easter 2012 – which quickly became an industry benchmark – tracking on a fortnightly basis the retail prices of a basket of 100 of the best-selling Home Improvement products across the UK retailers, B&Q, Homebase and Wickes.

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### ***About Insight Retail Group***

Insight Retail Group owns and runs the websites Insight DIY and Insight Housewares dedicated to delivering the latest, breaking news, essential market intelligence, in-depth analysis, insight and commentary for the UK Home Improvement, Housewares and Garden Industries.

In April 2012, Insight DIY launched the Insight 100 Price Basket Comparison which tracks on a fortnightly basis, the retail prices of a basket of 100 of the best-selling products across the UK Home Improvement retailers, B&Q Homebase and Wickes. For further information visit <http://www.insightdiy.co.uk/insight-100.asp>

