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## **INSIGHT RETAIL GROUP launches first Kitchen price comparison website for the Trade**

The company behind the Kitchen and Bathroom compare websites, has this week taken a step into the complex world of trade kitchen pricing with the launch of a price comparison website specifically designed for trade installers, kitchen fitters and builders.

Professional Installers are traditionally creatures of habit and often remain loyal to a preferred supplier who meets their service needs and requirements. However, with their time being so limited and pricing being so complex they rarely get the chance to check that they are buying the latest products at the best available prices. And with all suppliers improving their offering and remedial services for the trade, there is now very little to choose between the major players.

Another dynamic is the large number of consumers who are becoming more demanding and through their own on-line research are putting more pressure on tradesmen to improve their project quotes, which in turn reduces the tradesman's profit. Without a quick and easy way to compare kitchen spec's and prices, this impacts directly on the profit that can be made on each kitchen installation. This can force the installer to reduce prices to secure the project, or to install a kitchen in a shorter time so that they can accommodate additional projects in the month to make up their profit shortfall.



KitchencompareTrade.com fills that gap with an independently price checked website that accurately compares trade prices on over 200 trade kitchens, across 30 different styles and six of the largest trade kitchen suppliers in the UK. This includes Benchmarx, Howdens, Jewsons, Magnet Trade, TradePoint and Wickes, with plans to add Selco, Screwfix and Builder Centre over the coming months.

As with their existing consumer facing website, IRG provides indicative pricing based on three of its own 'model kitchens', including a Galley, a U-shape and an L-shape design., providing the most accurate indication of price in the market place.

To prevent any of the trade pricing getting into the hands of consumers, the website features a secure log in and personal profile page, with only genuine bona fide builders and kitchen fitters being accepted. Relationships are being established with trade associations as part of a process to validate that the applicant has a registered trade business and that they are genuine kitchen installers. Once membership is approved, members can create their own profile and input their discount levels to accurately compare trade prices across each of the stockists.

The website is already mobile enabled and with an App currently in development it is likely to become an essential, everyday tool for anybody regularly buying and installing kitchens.

Steve Collinge, Commercial Director, IRG said: "When we researched the consumer response to the original Kitchen compare website, we found that it was being regularly used by the trade to compare prices and to look at what ranges were available across the market place. It was an obvious next step to provide an effective tool that could be used by the trade to help them save time and make more money on every installation. "

KitchencompareTrade.com membership is completely free, and members can access trade pricing, exclusive trade offers and industry news through the TradeTalk newsletter.

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***About Insight Retail Group***

Insight Retail Group owns and runs the consumer facing websites Kitchen-compare.com and Bathroomcompare.com, dedicated to helping consumers save time and money in the search for their dream kitchen and bathroom..

Our B2B division runs the websites Insight DIY and Insight Housewares delivering the latest, breaking news, essential market intelligence, in-depth analysis, insight and commentary for the UK Home Improvement, Housewares and Garden Industries.

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