

## PRESS INFORMATION

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### **iKBBI delighted to announce a new consumer focused sponsorship deal**

Insight Retail Group (IRG), owners of consumer price comparison websites Kitchencompare.com, KitchenCompareTrade.com, Bathroomcompare.com and Bedroomcompare.com were unveiled today as the latest sponsors of The Institute of Kitchen, Bedroom & Bathroom Installers.

IRG, who launched their unique kitchen-compare website in 2012, have developed a number of innovative consumer products via their websites, which now attracts thousands of unique visitors each week. The iKBBI will be providing useful and practical information for consumers on these sites, whilst promoting the benefits of using iKBBI members and our retail Installation Standards Partners.

Speaking on behalf of The iKBBI, National Membership Manager Lynsey Easom said "We're delighted to confirm this sponsorship deal, as one of our major objectives for 2014 is to engage the public and continue promotion of our members and Installation Standards Partners. Today's announcement and our exciting new relationship with IRG forms part of a wider PR strategy for the new year which includes radio and television appearances as well as a closer relationship with other consumer organisations including Trading Standards and Local Authorities".

IRG's Commercial Director Steve Collinge (pictured) commented on the sponsorship by saying: "We're delighted to be able to sponsor the iKBBi who continue to work tirelessly to protect consumers by establishing quality standards within the KBB industry. Our own company ethos compliments this by focusing on empowering consumers with the provision of accurate pricing, quality and service information when they're in the process of searching for their dream kitchen, bathroom or bedroom".

The iKBBi and new sponsor IRG are investigating a number of other opportunities that may provide significant benefits to members, Installation Standards Partners and consumers over time.

For more information on the iKBBi visit: [www.ikbbi.org.uk](http://www.ikbbi.org.uk), call 0845 519 2007 or visit us at KBB Birmingham in March. For further information about Insight Retail Group, visit their website: <http://www.insightdiy.co.uk>

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