

PRESS INFORMATION

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**Trusted
Traders**



iKBBi and Which? Trusted Traders join forces for consumers and industry

In what has been a monumental start to 2015, the not-for-profit registered and government sanctioned Institute of Kitchen, Bedroom & Bathroom Installers (iKBBi) today unveiled a collaboration with Which? Trusted Traders.

The collaboration has an express objective – to increase consumer confidence within the KBB industry by supporting reputable KBB installation businesses, providing them with access to specialist advice and legislative guidance.

iKBBi founder Damian Walters commented on the new relationship by saying: “Today brings me enormous personal satisfaction as we collaborate with a service that is provided by one of the most respected consumer champions in the UK. Our relationship with Which? Trusted Traders will help us to spread the word to consumers that our organisation represents the very best of the KBB installation industry.

Damian went onto say: We actively encourage our members to apply to be endorsed by the Which? Trusted Trader scheme, as passing the rigorous and independent assessment process will open the door to benefits in addition to our own members' package. This collaboration will also raise the bar for the national, regional and independent retailers that are members of our Installation Standards Partners."

The announcement coincides with the recent news that the iKBBI have entered a strategic partnership with The Furniture Ombudsman, together with pioneering work on a new consumer protection insurance policy that integrates and safeguards the installer in the event of retailer collapse.

Which? Trusted Trader Managing Director Stephen McCluskey commented on the collaboration by saying: "Consumers lack confidence when it comes to choosing a trader that's why we're pleased to be working with the iKBBI, to reassure consumers and encourage even the very best installers to improve their service."

The iKBBI will be engaging its members in May with full information on the scheme, the benefits to them and the overall vision of the collaboration. The full story can be found within the iKBBI eMagazine which launched today (www.the-mag.org.uk).

The Institute of Kitchen, Bedroom & Bathroom Installers is the UK's first and only government sanctioned and not-for-profit registered organisation dedicated to the kitchen, bedroom & bathroom installation industry. Full information about the iKBBI can be found at www.ikbbi.org.uk

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Notes to editors

1. Which? Trusted Traders is one of Which?'s new services. When an important market fails to deliver value to customers, we develop products and services that put customers' needs first. Consumers can go online to access the database of endorsed traders by visiting which.trustedtraders.co.uk
2. The Which? Trusted Traders assessment consists of a credit check, customer reference checks and a visit from a Which? Trusted Trader Assessor (who is a Trading Standards professional) who will assess various aspects of businesses such as materials, website, advertising, training/competence and complaints procedures. Businesses that are successfully endorsed must then sign up and adhere to a code of conduct, terms and conditions and a 'What's expected of you?' guide.