

kbbreview

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**KBB REVIEW
INDUSTRY
AWARDS
2011**

WHO'S ON THE SHORTLIST?

Johnson bows out

Johnson & Johnson sold as Neville Johnson retires from kitchens after nearly 50 years

Johnson & Johnson, the kitchen retailer and manufacturer owned and run by industry veteran Neville Johnson, has been sold by its administrators.

The new owner, online retailer Zutux, has already pledged its commitment to returning the company to sustained profit.

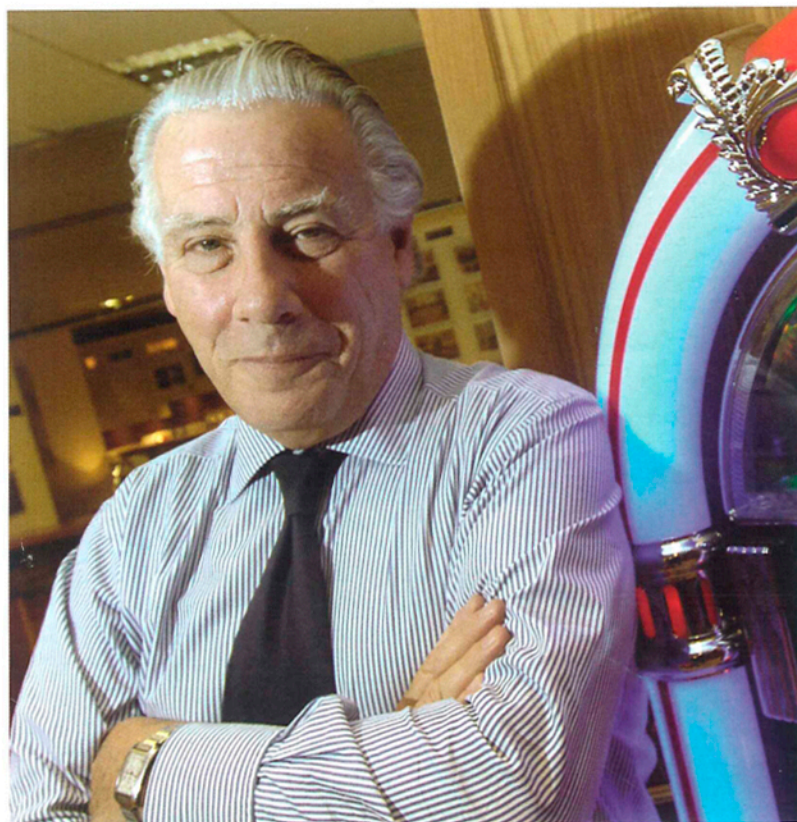
The sale ends a long drawn-out decline in business for Johnson & Johnson that began with the collapse of the contract market in early 2008. The company avoided administration in September 2009, after running up debts of nearly £1.2 million, by entering a Company Voluntary Agreement (CVA) with creditors.

However in mid-January this

year creditors were told by accountants that the CVA had failed after "the company encountered fresh trading difficulties, which has left the directors with no option but to take steps to place the company into administration".

Neville Johnson told kbbreview that cash flow and the still struggling northern contract market were to blame for the failure of the CVA.

"A lot of our creditors, like some appliance companies and our glass and granite suppliers, were absolutely fantastic, even the bank and the Inland Revenue were very helpful," he said. "But one or two others only wanted pro forma, and it was only the length of time we'd been



in business that meant they supplied us at all. The CVA knackered the cash flow and if I'd known it was going to do it to that extent I probably wouldn't have done it, but at the time it saved the jobs of 75 people, some of whom had worked for the company for 30 years and the majority of whom had worked

for between 15 to 20 years."

At its peak, the company employed 150 to 160 people, and that was cutback to 75 at the time of the CVA. It is believed that Zutux has retained 20 staff and re-employed a further 10.

Continues on page 3 >



Rolux Pull-Out Nozzle Tap in Chrome Finish

ROLUX PULL-OUT NOZZLE TAP

With innovation, practicality and style in abundance, the Franke Rolux Pull-Out Nozzle tap emits bright LED light, bringing an atmospheric and dramatic air to any kitchen. The tap, also available in Black finish, creates a stunning visual effect by illuminating flowing water.

www.franke.co.uk

KITCHEN SYSTEMS



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◀ GROHE
Product: Rainshower system

The Rainshower system, from Grohe, features a wide variety of shower combinations designed to suit a variety of installation requirements and to meet the individual needs of each household. Each system includes a Rainshower head and a Sena hand shower with the choice of body sprays with either a thermostatic mixer or diverter options. All models feature Grohe's DreamSpray technology that cleverly distributes the water evenly and delivers it to each nozzle and its CoolTouch technology that ensures the outer surface is never too hot to the touch, the company says.
Tel: 0871 200 3414
www.grohe.co.uk

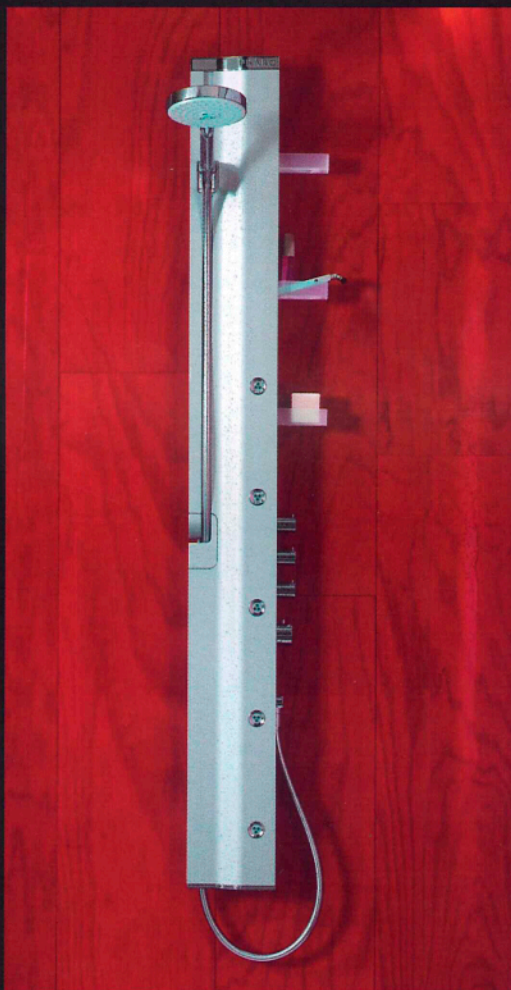


CHARTLEY
Product: York

Bossini launched the York shower column to answer the growing demand from consumers for more functional shower controls. Distributed in the UK by Chartley, this sophisticated model offers users the ultimate showering experience. The panel is manufactured from stainless steel with a chrome finish and features an overhead rainfall shower, a second shower head with a waterfall spray and additional hand shower with easy clean feature. Consumers will also benefit from a multi-sensory experience including an audio system with two speakers and chromotherapy and aromatherapy controls.
Tel: 01785 811985
www.chartley.com

HANSGROHE ▶
Product: Pharo SideWay panel

Hangrohe's Pharo SideWay shower panel combines sophisticated technology with style and functionality. The panel itself measures 1,500mm high x 160mm wide and is available in a choice of white or satin chrome finish with chrome fittings on both. This model features the Rainsance AIR hand shower, with three spray modes as well as Hangrohe's air-injection technology, and five flat body sprays that are acitivated individually for a targeted massage. The controls are integrated into the side of the panel to ensure maximum showering area.
Tel: 01372 465655
www.hansgrohe.co.uk



AQUAPLUS SOLUTIONS

Product: Format

Manufactured from Scene, a solid surface material, the Format shower column from Aquapulus Solutions features a generous overhead shower, a handheld shower and is available with hydromassage body jets. The column itself is white, finished with brassware and controls in chrome.
Tel: 0845 201 1915
www.aquaplussolutions.com.



Market analysis



Iain McKinlay,
UK managing director,
Hansgrohe

Shower controls and the various multi-functional shower systems that they operate had an interesting lifecycle over the past three decades.

Their development arose from consumers' increased desire for showering, leading to more spacious shower areas that could accommodate larger systems, coupled with advances in technology that allowed incorporation of other functions such as LED lighting and touch-pad electronic controls.

The Showerpanel was invented by Hansgrohe in the 1980s. Subsequently, other similar ideas hit the market, either wall-hung panels or freestanding columns, both types including two or more shower functions operated by a single thermostatic control.

Despite their bulk, a key advantage with these systems was ease of installation with one water connection supplying all shower functions. Similarly, the panel could be simply lifted off the wall and removed for repairs.

These panels or columns peaked in popularity around five years ago, as despite successive models being developed to become slimmer and less obtrusive the overriding consumer taste now is for more

discreet design. Minimal has become mainstream.

Despite digital controls being around now for over 20 years they have yet to make significant inroads when it comes to market share.

This could partly be because of concerns about mixing water with electrics or simply a lack of enthusiasm to have more technology in the bathroom, which is more often viewed as an oasis away from the digital information overload which is now part of everyday modern life.

Generally, product design is developing so that the bulk of the shower control becomes more practical and less intrusive, making them more like a piece of well-designed furniture.