

Kent Blaxill BMJ Awards 2022

Merchant Bathroom & Kitchen Showroom of the Year

Any further supporting documentation and images
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Difficult times lead to businesses reassessing their business model. The impact of COVID made us look at our business critically and reassess who our customers are and what they want from us.

We looked at our current suppliers and selected suppliers more suitable for our target audience going forwards. This rationalised range of suppliers has allowed us to offer a more shoppable experience for our customers and makes it easier for our sales team to use specialist knowledge gained from having a smaller supply chain.

After the review of suppliers we now had to refurbish our showrooms in line with who our target customers and what suppliers we felt best suited their requirements.

Over a period of several months we have undergone a transformation as you can see in the next few pages.



We incorporated a spacious seating area, which has served as a great area to have a more relaxed conversation with customers. It also allows people to have a chat with family and friends over a coffee to discuss what they have just seen in our showroom.



Strong blues and greens are a continuing trend and we have displayed them in our window displays to maximise their impact. Quartz and granite tops are more affordable than ever, and we have set our premium kitchen brand with some exotic patterns and finishes.



The more traditional styling in this display offers products from established suppliers such as BC Designs, Booth & Co and the Imperial Bathroom Company. The warm pink tones pair fantastically with the natural wood finish to create a timeless design.



We showcase bathroom settings with over a dozen shower enclosures on display.



This more boutique offering showcases brands such as Puracast, GSI and Vanity Hall.

The dramatic Matt black creates a striking contrast against the soft pink to create a striking visual. This is certainly a bay that helps customers visualise colours and textures to create their project.



The showrooms features bathroom furniture from several suppliers including Infinita showcasing storage solutions.



This bay is a clean, sharp contemporary look. With the dramatic pattern of the marbled multi-panel being balanced with the bright neutral tone of the floor tile and wall colour. This area features a large offering of Fortis' Infinita range which has offered customers a great selection of products from one brochure. We have frequently sold the bay as it is, which is testament to its visual draw.

One of our next steps will be to create a 3D virtual tour of the showrooms so we can give customers a feel of the quality and range available in the showrooms.

