



Jacuzzi UK

Press Release
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Jacuzzi UK Launches Largest New Range Expansion Within Jacuzzi® Bathroom Brand History

Leading bathroom manufacturer Jacuzzi UK expands its product offering within the Jacuzzi brand by launching the largest collection of new product in its history.

The product collection has been expanded to cover mid to high end markets and includes 4 ranges of steam cabins, 10 shower enclosure ranges, 34 whirlpool baths, 26 baths, 10 over bath screens and 16 sanitaryware ranges and includes a brand new shower and brassware collection. The range will be promoted within two collections, the Jacuzzi Designer Range, featuring exclusive products targeted at the top end of the market and the Jacuzzi Bathroom Collection, targeted at the mid to high end of the market.

As part of the company's commitment to quality and design, and to maintain brand integrity, key features have been identified within each of the product categories and have been incorporated into all products carrying the Jacuzzi branding; these "Family ID's" act as the qualifier for the Jacuzzi badge.

This major new product offering has been developed in recognition of the potential of the company's greatest asset, the Jacuzzi brand. In order to maximize this asset and bring the brand to a wider audience the Jacuzzi Bathroom Collection will now be available, via new routes to market, to over 2000 retailers, providing huge potential for future growth. The Phase I target will see the existing base of 250 retailers expand to 1000.

This expansion will allow Jacuzzi UK to develop and invest in the brand, expand the retailer base and provide future growth. Existing retailers will benefit from the exclusivity of the Designer Range and an expansion of product offering to include the Bathroom Collection, giving them access to products priced across all consumer price points, direct deliveries from Jacuzzi UK and one of the best Customer Service supports in the industry.

New Retailers will gain access to one of the most recognized brands in the industry via the Bathroom Collection, aspirational literature, point of sale and the support of one of the largest sales forces in the industry. The sales team has more than tripled, increasing in size from eight to twenty eight.

Mark Prince, Managing Director, commented "This is an exciting time for us. We have been planning this expansion for over 18 months and look forward to seeing the launch and implementation of this medium to long term growth plan. We are now in a position to offer our customers the best product in any category across a wide range of competitive price points from a solid business platform. This initiative has been based on sound commercial principles that will allow us to emerge from the current economic climate with a greater share of the market."

Ends.