

THE WINNERS  
OF SOMETHING  
BIG

KBBREVIEW  
INDUSTRY AWARDS 2010

# MASTER RETAILER AWARD FOR KITCHENS

**The Master Retailer Award is the highest accolade these awards have to offer. To win this award is proof that you have an all-round package that gives your target customers the very best this wide and varied industry has to offer.**

**WINNER - KITCHEN ARCHITECTURE, PUTNEY, LONDON**

Kitchen Architecture was founded in Oxford in 2002 with three employees on the vision of managing director Rob Gelling and has since grown to become, it says, the largest independent designer and retailer of Bulthaup kitchens in Europe.

The now award-winning second showroom in Putney, London, was opened in April 2009 and the staff count now stands at 15 plus three teams of installers. Turnover has also carried on growing despite the market downturn and it is debt-free - the Putney showroom was paid for from retained profits. With the new showroom triggering plans to nearly double the turnover by 2012, Kitchen Architecture was not just the only London retailer in the final stage of the Master Retailer competition, it is now a worthy winner of the title.

**What Kitchen Architecture says:**

"We have a consistent focus of exceeding expectations at every stage of the project. We've worked with leading players in the interiors market and built up a high-profile client base from top chefs to prime ministers."



**What the judges say:**

*"The fact that this showroom was only launched in 2009 adds to the story of this remarkable operation. Rob Gelling refuses to be a conformist in his dealings with Bulthaup, yet his enthusiasm for the brand is boundless and the product presentation is both thoughtful and provoking. The showroom is stunning and cleverly thought out and it is a sound, remarkable business with a very healthy order book supported by imaginative out-of-the-box marketing."*

## FINALISTS

**Kitchensmiths,  
Cambridge**



*A small, family-run business, Kitchensmiths is a methodical and down-to-earth retailer whose approach has buffered it against the recession and led it to a steady debt-free growth built on reputation and customer service.*

**Diane Berry Kitchens,  
Manchester**



*Last year's winner has managed to keep its philosophy of good design and service intact in the climate that dogged 2009. Since winning the award, Diane and her team have mentored other Alno studios to help them through the difficult year.*

**Cambridge Kitchens,  
Cambridge**



*Cambridge Kitchens is a great example of a well-run family business that has grown with control and realism. Started in 1978 and managed by Dylan and Sarah Wade-Gleedhill it prides itself on its technical know-how and impressive marketing credentials.*



Master Retailer Award for  
Kitchens is sponsored by:



For full entries from both  
winners and finalists see  
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