PRODUCT TRENDS FAVOR SCALED-DOWN DESIGNS, EASE OF USE

KBDBN REVEALS TOP 20 MOST-ASKED-ABOUT PRODUCTS

OPEN-SPACE KITCHEN DESIGNS TOP CONSUMERS’ WISH LIST
Designers Discuss Unique Ways To Promote Their Showrooms

We are just completing a major renovation where we are adding a large gourmet kitchen and an outdoor kitchen to host architect and designer product knowledge seminars, cooking demos and charity events. Part of it is to promote, but the real ideology behind it is to teach what we consider the ‘experience’ of what a great designer means to a project and how you get so much more out of this experience…and how it usually costs less in the long run.”

Perry Michael Reinstein, CKD president
Evo Design Center
Huntington Station, NY

Our showroom is quite small, so we’ve utilized the space as efficiently as possible to show what we do. Therefore, we do not have the ability to host events. However, we support many of our local charity organizations with donations for auctions and various other mechanisms. I feel that these are more important as they support the community we service.”

Jackie Balint, CKD owner/designer
The Kitchen Collection, LLC
Redondo Beach, CA

We are presently in negotiations with a local chef to come into our showroom with a series of fall cooking classes in the evenings, set in our live kitchen. This is a limited group, but the invitation is to the public. An event like this brings potential clients into our space for fun and education, and reaches out to folks we may not have in our existing advertising market. They see our products and meet us in a casual atmosphere that’s fun.”

Scott Haig, CKD, designer
Bay Area Kitchens
Houston/Bay Area, TX

Our showroom has been open on several occasions. The extreme situation was for disaster relief during Hurricane Sandy where the local downtown area had power while the rest of the town was without…for nearly a week. We provided free refreshments, charging stations and WiFi. Twice a year, we open up on Ladies Night Out, where some local merchants stay open late and offer something special to ladies out on the town. We have also hosted cooking demonstrations, free wine and cheese, etc.

Robert Gockele, president
KraftMaster Renovations
Kitchen Intuitions
Chatham, NJ

Depending on the time of year, our showroom, which is located in a shopping center, will be available for open house events. We have also hosted events for holidays, ladies’ night, product demonstrations, sidewalk sales, etc.

Jennifer M. Joyce, owner
Manor House Kitchen & Bath, LLC
Chester, MD

We have hosted local NKBA events and Chamber of Commerce and Contractors Association mixers. We have the opportunity to show off our design center to people who would not normally use us and it gives us more of a presence in the community.”

Ruth E. Cross, owner
Home Concepts
Truckee, CA

We do [open our showroom]! We are one of the Premier Design members of the Annapolis Design District, so we have often hosted gatherings for the organization. We also have opened up our showroom to local community college students who are in design. And, we do tend to have parties for our staff, neighbors and other business affiliates.”

Jessica White
marketing/ communication coordinator
Kitchen Encounters
Annapolis, MD

The space I rent is adjacent to a spectacular building made for entertaining and giving shows to educate the public. We are always available to the public for community events. This is a tight knit community and this is the best way to get our name and products out to those interested in what we have to offer.”

Carol J. Cherry, CKD, president
Cherry’s Designs, Inc.
Medford, NJ

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