



15TH-17TH MAY 2011  
EXCEL LONDON, UK  
WWW.KBB.CO.UK

**6,353\*** visitors attended kbb London 2011.

Click here to view



the kbb London 2011  
show video

This show is all about  
innovation and not  
duplication. And  
for us that makes it  
perfect.

Steve Cole, Managing  
Director - Perrin &  
Rowe.

**2011 visitors included representatives from:**

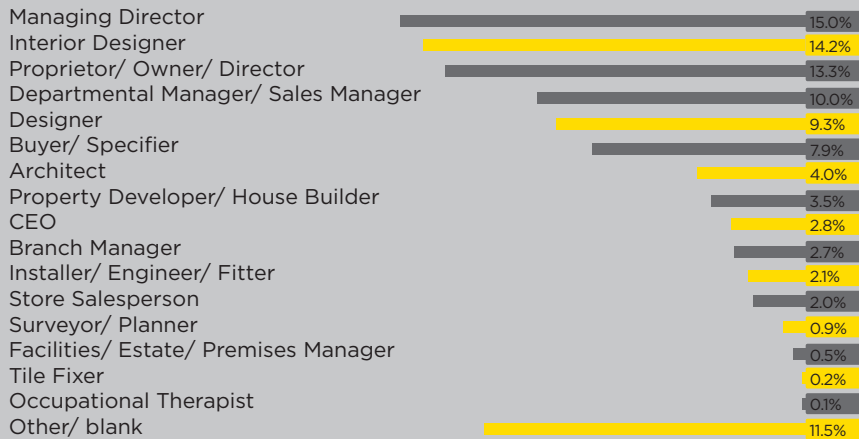
**A** ACCOR UK HOTELS LTD // ASDA // **B** B&Q // BATHSTORE // BBC // BDP  
// BERKELEY GROUP // BRITISH SKY BROADCASTING // **C** CHARLES LEON  
ASSOCIATES // COMET // CONRAN AND PARTNERS // **D** DEBENHAMS //  
DELOITTE LLP // DEXTER MOREN ASSOCIATES // **E** EMBASSY OF BELGIUM  
// ERCOL // **F** FENWICK LTD // **G** GENSLER // **H** HAMPSHIRE COUNTY  
COUNCIL // HARRODS // HKR ARCHITECTS // HOMEBASE // **J** JESTICO  
+ WHILES // JEWSON LTD // JOHN LEWIS // JP MORGAN // **K** KITCHENS  
DIRECT // **L** LANCASTER ESTATES // LONDON BOROUGH OF EALING //  
LONDON BOROUGH OF NEWHAM // LONDON UNDERGROUND // **M** MARKS  
AND SPENCER // **N** NETWORK RAIL // NORFOLK HOMES LTD // **P** PRINCESS  
YACHTS INTERNATIONAL // **S** SAVOY HOTEL // SKANSKA UK PLC // **T**  
THE ROYAL BANK OF SCOTLAND PLC // TRAVIS PERKINS // **U** UK GREEN  
BUILDING COUNCIL // **W** WICKES // **Z** ZAHA-HADID

\*kbb London pre-audited figure

# kbb London 2011 welcomed

// 61.72% of visitors stated they intended to make a purchase at the show or within the first 3 months following the event

## Job Function



Our target was to meet 10 potential new showroom display dealers. We made that in the first day. We also met a number of architects and interior designers, people we did not expect to see here. And we had two potential huge developers coming to the stand with serious contract enquiries.

**Kevin John,**  
Sales & Marketing Director - V-Zug

// Over 1,900 visitors were either an interior designer or work for an interior design company  
// Over 500 visitors were either an architect or work for an architectural practice

kbb London provided a great opportunity for us to network and form relationships with UK and internationally based companies in the industry. This well-organised event was extremely busy with numerous high profile companies across the retail, specifier and developer industries attending.

**David Verhoogt,**  
Head of Sales - StoneKAST

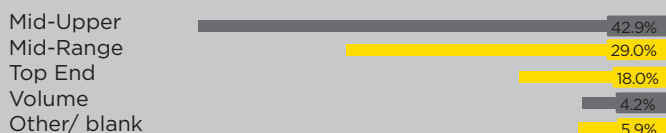
## Company Activity



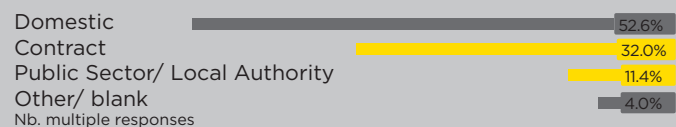
// 18.98% of visitors have an annual budget of £500,000 or more

// Over 3,000 visitors work within the contract sector

## Price Range



## Sectors Worked Within



// 60.91% of visitors attend to source mid-upper to top-end products

// Over 4,900 visitors work within the domestic sector

To showcase your innovation in 2012 and 2013, please contact the sales team on +44 (0)20 7921 8005 to find out more about the kbb Portfolio.

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