

PRESS RELEASE

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NEW DESIGN ACCREDITATION FOR KBSA DESIGNERS

Three of the leading organisations in the KBB industry have come together to launch a new design accreditation that will, for the first time, allow qualified kitchen and bathroom designers to be recognised for their KBB design skills and experience.

The [Kitchen Bathroom Bedroom Specialists Association](#) (KBSA), the KBB [National Training Group](#) (NTG) and [The Society of British & International Design](#) (SBID) are working together in partnership to promote the individual and separate skills of a kitchen and/or bathroom designer within the existing framework of SBID.

Designers that meet the educational and experience requirements can apply to use the newly created **SBID-KBB accreditation**. Evidence of four years in higher education plus two years' experience or eight years' experience are the current entry requirements. There is an additional requirement for 24 hours of CPD learning each year to retain membership and members must comply with the International Code of Conduct.

SBID has provided a promotional membership rate for qualified designers that are employed by KBSA retailers. Membership will allow the designers to use the accreditation letters after their name and for KBSA members to use the SBID logo on promotional material.

Vanessa Brady President of SBID commented, "This is a significant development and presents the first genuine opportunity for KBB designers to be recognised as professionals. "As we all know, kitchen design

has evolved during the past few years, and now embraces aspects of interior design to facilitate the kitchen as a living space. Today's kitchen designers offer wider experience to their clients, and these new categories reflect this change."

KBSA CEO *Graham Ball* added. "We are delighted to be able to launch this ground-breaking initiative that will enable designers to differentiate their service and promote their expertise under the well-respected banner of SBID. There are clear and transparent rules for entry and the additional CPD element ensures that the accreditation is robust and worthy.

"The industry has been calling for an official and stringent test of competence for design professionals that operate in kitchens and bathrooms, and we are confident that this accreditation will be welcomed."

The on-going training will be facilitated by the [KBB NTG](#) and this element has been welcomed by CEO *Renée Mascari* who said, "Education is vital for any accreditation system to be successful so we are delighted to be part of this fantastic new opportunity."



CAPTION: - *Vanessa Brady* President of [SBID](#), [KBSA](#) CEO *Graham Ball* and [KBB NTG](#) CEO *Renée Mascari*

ENDS:

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EDITOR'S NOTES

The [KBSA](http://www.kbsa.org.uk) is a national trade association founded 30 years ago to promote excellence within the interiors industry and champion consumer protection. It now boasts more than 300 retail members throughout the UK.

KBSA members are dedicated to upholding the association's high standards of design, supply, installation and customer service throughout the interiors industry. All members are carefully vetted prior to admission and they must have been trading for at least two years in order to be considered for membership. All members offer ConsumerCare deposit protection or ConsumerCare Plus, which protects the consumer from payment of the deposit to completion of the contract and includes an insurance backed warranty.

In addition, all members are subject to regular monitoring of their businesses to ensure levels of quality are continually maintained.

www.kbsa.org.uk

PICTURES:

SBID Logo



SBID KBB Accreditation Logo

