

PRESS RELEASE

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FOR IMMEDIATE RELEASE

DECOREX SA AND THE KSA REVEAL EXCLUSIVE 2016 PARTNERSHIP

The Kitchen Specialists Association (KSA) was started almost 27 years ago by a group of responsible industry players as a means of self-regulating the local kitchen suppliers' industry, offering consumers an avenue for recourse and industry members an essential ethical bar, not to mention a means of support, networking, promotion and growth. In 2016, the Association will partner exclusively with Decorex SA in a nationwide collaboration that will benefit both exhibitors and visitors to the trio of exhibitions that have become the country's most widely attended in the décor, design and lifestyle category.

"Decorex is synonymous with style, trends and inspiration and this is an ideal vehicle for our members to showcase their products and services," says Stephanie Forbes, National Manager for the KSA. "Marketing what we do, and what our members stand for, to consumer and industry professionals is vital for the KSA. The Decorex SA portfolio of shows is well respected and attracts a good mix of consumers and industry professionals alike. We believe that working hand in hand with Decorex SA will bring both organisations an added credibility, not to mention much value to the industry as a whole."

Forbes explains that, in the absence of government regulation of the kitchen industry, the KSA, a not-for-profit organisation, has, over the years, worked tirelessly to offer consumers advice and support in the event of a dispute and to increase cooperation within the industry, with a view to enhancing its strength. "The KSA actively strives to promote our members and offers them added security when dealing with the consumer," she says.

Indeed, there is arguably no room in the house that is currently receiving quite as much attention as the kitchen. Says Forbes: "The kitchen is probably the biggest investment you will make in your home. It can make or break a home sale and will be one of the most expensive spaces in the house to renovate. No longer a pokey little room where the hostess hides from her guests, the kitchen of today is an integral part of the home's living space, adapted to be both a food preparation area, a family room, a dining space and an entertainment area. Diversity is therefore key to current kitchen design, with elements being created in such a way as to make them resemble crafted furniture and not just functional storage."



As for predictions on kitchen trends to look out for at the forthcoming series of Decorex exhibitions, the first of which kicks off in Durban on 18 March 2016, Forbes says, "There is still a focus on natural looks, colours and materials, but with a move away from the high-gloss finishes of the recent past to a more eggshell look with masculine undertones. Combining materials is still popular – especially when it comes to countertop materials – as are sleek lines, with integrated profile door handles and work surfaces becoming slimmer to enhance this clean linearity. And, of course, technology in hardware and appliances continues to be a huge focus."

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In keeping with its new theme, 'Take it Home, Make it Home', Decorex 2016 promises visitors infinite takeaway ideas and inspiration for their kitchens. "What Decorex SA continues to show us is that South Africa has immense talent capable of setting standards on a global design platform in the kitchens' sphere," says Sian Gutstadt, Portfolio Director of Decorex SA. "We are thrilled with this collaboration with the KSA, which not only encourages local kitchen designers to flaunt their stuff but to also make valuable industry contacts in the process, all with the endorsement of the country's leading kitchens association."

"With Decorex and the KSA working closely together, we hope to be able to offer visitors a one-stop resource for all things kitchen, where they can not only see a variety of products and services backed by the KSA in one place, but where they can also get crucial advice and guidance directly from the experts," concludes Forbes, who adds enticingly, "We have some big ideas in the pipeline that we will be looking to develop with Decorex over the next three years."

Decorex SA details:

Decorex Durban: 18 – 21 March 2016

Time: 18 – 20 March, 10am to 8pm; 21 March, 10am to 6pm

Trade days: 18 and 19 March

Ticket prices: R75 for adults; R65 for trade, pensioners and students; R20 for kids under 12

Venue: Durban Exhibition Centre

Decorex Cape Town: 29 April – 2 May 2016

Time: 10am to 7pm daily (6pm Monday)

Trade Day: 29 April

Ticket prices: R85 for adults; R75 for trade, pensioners and students; R20 for kids under 12

Venue: CTICC

Decorex Joburg: 5 – 9 August 2016

Time: 10am to 6pm daily

Trade day: 5 August

Ticket prices: R110 for adults; R90 for pensioners and students; R80 for trade; R20 for kids under 12

Venue: Gallagher Convention Centre

For more information, e-mail decorexsa@ThebeReed.co.za

Visit: www.decorex.co.za Facebook: Decorex SA Twitter: @decorexSA

Decorex Durban forms part of the Decorex SA portfolio and is owned by the Thebe Reed Exhibitions.

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Thebe Reed Exhibitions is a joint venture agreement between Reed Exhibitions, the world's leading events organiser and part of RELX Group, and Thebe Tourism Group Pty Limited, South Africa's oldest black-empowered tourism group. Reed Exhibitions brings over 50 years of experience in developing, marketing, selling and organising exhibitions, events, conferences and meetings. We enjoy connecting businesses with their markets by helping them leverage events as a cost-effective marketing tool.

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About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 43 countries. In 2014 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

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