

Hospitality Interiors

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The NEC Birmingham, United Kingdom

kbb.co.uk

Market-leading product ranges, bespoke solutions and some of the world's most future-facing technology were showcased across the show floor, which was increased in size by 18% this year to accommodate even more growth.

A record number of international visitors, up 14% from 2016 – alongside 76% of exhibitors rebooking for kbb 2020 – reaffirmed that economic and trading conditions are ever-improving.

Big industry names like Roca, Laufen, Smeg, Franke, Samsung and Corian returned to exhibit at kbb 2018, while Kupperbusch, Newform and Caple all launched new and innovative product ranges.

Support was shown at the Retail and Design Conference by experts from brands including Houzz, Fitch, Formica Group and Futurist who shared practical solutions for how to develop the future home, predict future colour trends and create retail theatre in a showroom.

Prominent features on the show floor included award-winning designer Colin Wong's 'The Rock' concept, which reinterprets





kitchen architecture in the home of tomorrow and involved leading material suppliers Corian, Neolith, Formica and Cosentino.

Meanwhile, the Innovation Awards named Wirquin Nano 6.7 Basin Waste & Trap, Virtual Worlds 4D Theatre, Multilines Caccaro Walk-in Wardrobe and Villeroy & Boch Siluet with TitanCeram Ceramic Sink Collection as the industry's most forward-thinking products in 2018.

Feedback for kbb Birmingham 2018 has been overwhelmingly positive with many citing it as having a 'vibrant' and 'buzzing' atmosphere. Formica Group Europe described it as an "amazing and busy show", while Der Kreis' managing director Bill Miller announced 2018 as the company's "most successful KBB to date".

"We've had another outstanding kbb celebrating the incredibly forward-facing and innovative solutions in the industry," says Jon Johnston, sales director at kbb Birmingham. "We have exciting plans for the next edition, and are already in a strong place, reaffirmed by our re-book figures."