



Howdens Joinery was founded in 1995 in order to serve the needs of small builders undertaking routine joinery and kitchen installation work. It is now one of the UK's leading suppliers of kitchens and joinery products to the trade. Howdens has achieved this by creating a strong entrepreneurial culture within its depots, a close relationship with its customers, and a range of kitchens specifically designed to meet the needs of modern living.



Market

Howdens Joinery operates within the trade or 'done for you' kitchen market, its core customer base comprising local builders and skilled professionals. The company has always believed that project management by the local builder is the best solution for installing a kitchen. The introduction of additional legislation to govern materials and services, combined with increasingly 'cash rich, time poor' and design-savvy end-users, has seen this market grow dramatically.

Howdens helps builders to manage their businesses by guaranteeing product availability from local stock with rigid cabinets that are ready to install, saving builders time and money as well as allowing them to plan effectively. Its versatile supply chain ensures its depots, and in turn its customers, receive a high level

of service. Specifically within the trade sector, key competitors are Jewson, Travis Perkins, Magnet Trade and Benchmarx.

Product

Howdens sells kitchens – encompassing appliances, accessories, handles, worktops, sinks and taps – and joinery, such as doors, flooring, stairs and hardware. A free survey and Computer-Aided Design (CAD) service, which includes a site visit, is also available. The company has the UK's largest kitchen range available from stock and ensures its portfolio remains informed by new product development. As all depots hold stock locally they are also able to offer local delivery when and where required.

Achievements

Since it was established in 1995, Howdens has demonstrated strong growth with a

turnover that exceeded £750 million in 2009. In 16 years it has expanded from 14 depots to more than 480, supplying over 260,000 building trade professionals as well as more than 350 local authorities and housing associations with around 400,000 complete kitchens each year. In 2003, Howdens also set up Houdan Menuiseries in France with a further 11 depots.

2010 was the fifth anniversary of the partnership between Howdens Joinery and Leonard Cheshire Disability, which in September 2007 was named Best Corporate Partnership at the Third Sector Excellence Awards. Howdens works with Leonard Cheshire Disability services across the UK to develop affordable, attractive and practical kitchen facilities for people with physical disabilities. It offers a highly accessible kitchen collection called 'Inclusive Kitchens', which is sold through its depots.



In December 2009, Howdens reached the top 25 of the Big Companies category in The Sunday Times 100 Best Companies to Work For 2010 list.

Recent Developments

Product development remains key to the company's focus on continued growth and in 2010, Howdens recategorised its kitchen ranges into six families. By offering products that are both affordable and in line with the latest design trends for the home, Howdens aims to meet changing market needs head on.

The company has been awarded FSC and PEFC chain of custody certificates for a number of its joinery products, worktops and kitchen ranges, and it continues to strive for certification on additional ranges and products. In 2010, Howdens was awarded the Energy Saving Trust Recommended Certification Mark for selected appliances, and all of its

manufacturing and warehouse sites achieved ISO 14001 for environmental standards. It also remains certified under the Carbon Trust's prestigious Energy Efficiency Accreditation Scheme, an accolade that it has held for more than 10 years.

As consumers become ever more design conscious, increased emphasis is being placed on building brand awareness so that the Howdens name is recognised and recommended not only by builders but also by end-users themselves. The company runs a fleet of more than 400 branded delivery trailers and in 2010, launched promotional items including cast iron trivets and miniature Corgi trucks to further develop the brand.

Promotion

Howdens puts the relationship between local depots and builders at the heart of its promotional strategy. As such its kitchen, joinery and appliance brochures, alongside other literature, are specifically designed to help builders in discussion with their own customers. Local marketing is crucial and the depots tailor their promotional activity to meet customer needs. Many depots also provide donations to local charities and community projects, including sponsorship of grassroots football and rugby teams.

Howdens has further developed its website to showcase the company and its complete range of products, and has also built on the



consumer and trade advertising campaigns that it launched in 2008. These ventures have been carefully considered to raise brand awareness and help the local depot and local builder in selling Howdens products to end-users.

In 2009, Howdens introduced a series of Truly Local books, published quarterly, to tell the stories behind their customer relationships and to show how the business is an integral part of the local community.

Brand Values

Howdens is guided by the aim of providing small builders with kitchen and joinery products of the highest quality, at the best price and from local stock. The company attributes its success to the strength of the depots' relationships with their customers and the breadth of the market they serve; the quality and range of Howdens products; the ability to service customers from local stock; and the opportunity to streamline the business around supplying one customer, the small builder.



1995	1999	2003	2004	2006	2007
Howdens Joinery starts trading in October with 14 depots supplying trade professionals with joinery, hardware, kitchen ranges, accessories and appliances from stock.	Howdens opens its 100th depot.	Howdens opens 11 depots in France under the name Houdan Menuiseries.	Howdens sets the standard in the trade kitchen market with its new format high quality Kitchen Brochure.	Howdens Joinery launches a market-leading Joinery Brochure featuring doors, joinery and flooring.	The Howdens website launches in April and the 400th depot opens.

2008	2009	2010
The first Howdens Joinery branded delivery trailers go on the road. The first consumer and trade advertising campaign launches.	The Lamona appliance, sink and tap brand, exclusive to Howdens Joinery, is launched. The series of Truly Local books is introduced.	Howdens Joinery launches a new Appliance, Sink and Tap Brochure featuring its entire range of Lamona, Bosch and Freestanding appliances. The Kitchen Range Families are introduced and there are now 480 depots across the UK supplying more than 40 kitchen ranges from stock.

Things you didn't know about Howdens Joinery

Howdens sells 400,000 complete kitchens every year.

Two million doors are supplied annually by Howdens.

Howdens sells 500,000 appliances to UK homes every year.

In 2009/10, Howdens depots made around 1,750 charitable donations to local good causes, which amounted to £599,000 across the Group.