



The Kitchen & Joinery specialists

Magnet Trade is dedicated to supporting the businesses of small builders and kitchen fitters throughout the UK via a growing network of more than 200 branches. Each offers an extensive, varied and high quality range of rigid cabinet kitchens, doors, windows and other joinery products, designed and priced to enable trade professionals to win business from those who want to improve their homes.



Market

Magnet Trade operates in the £4 billion trade kitchen and joinery market. Its main customers are small local builders typically one or two person businesses who undertake home improvement projects for private homeowners.

A strong trend in this sector is away from Do It Yourself towards Done For Me. Magnet Trade's mission is to enable small building firms to prosper by meeting this demand.

The company's principal competitors are Howdens Joinery and Benchmark, plus general builders merchants such as Jewson and Travis Perkins.

Product

Magnet Trade defines itself as 'The Kitchen and Joinery Specialists' and the product offering reflects this with a range of more than 40 rigid cabinet kitchen designs, complemented by worktops, sinks and taps, handles and accessories ranging from lighting to storage solutions as well as cooking, washing and cooling appliances.



The joinery range encompasses internal and external doors, French and folding doors, windows, stair parts and flooring, plus general joinery items including hardware, sawn timber and sheet materials.

Trade professionals are further supported by expert advice from trade counter staff, free kitchen planning and design and the ability to offer bespoke joinery products via Magnet Trade's made-to-measure service.

Achievements

Magnet was founded in 1918 in Bingley, West Yorkshire, becoming Britain's largest joinery manufacturing company by 1975. It was also a founder member of the FTSE 100 share index in 1984.

Magnet established separate retail and trade divisions in 1990, recognising that the two markets had very different service requirements. The Magnet Trade brand was

launched to specifically serve registered small builders and kitchen installers.

Magnet Trade kitchens and joinery products are manufactured at the Magnet Group's own UK factories in Keighley and Darlington. All kitchen cabinets and worktops have been awarded the British Standards Institute Kitemark and most also carry FIRA Gold Award Certification.

Magnet Trade takes its social and environmental responsibilities seriously. All softwood timber windows supplied are FSC certified. Kitchen cabinets are manufactured from wood sourced from a combination of sustainable forests and recycled materials. The company is actively working to reduce its carbon emissions by investing in more fuel-efficient vehicles and improving delivery fleet efficiency. This has resulted in 47,000 fewer miles being driven each year.

Magnet Trade also recognises the importance of supporting both customers' and colleagues' communities, providing sponsored kits for local sports teams and sponsoring the Northern Echo's Local Heroes awards, recognising the achievements of grassroots sport in the North East.

Recent Developments

In 2001 Sweden's Nobia Group, Europe's biggest kitchen company, purchased Magnet for £134 million and invested heavily, transforming Magnet Trade showrooms and adding more stock and branch staff.

The company's active customer base has doubled since 2006 and as demand for its products increases, further investment has resulted in the Darlington factory being converted into an ultra-modern 'assemble to order' facility, manufacturing around 20,000 kitchen cabinets a week. Twenty new trade

counters have been opened since 2008, creating more than 150 additional jobs.

New kitchen designs and joinery products are continually being added to the Magnet Trade range. Recent introductions include folding internal and external doors as well as curved kitchen cabinets.

Promotion

Magnet Trade provides its trade professional customers with a comprehensive range of printed and online resources, all designed to give them a genuine competitive edge over their rivals.

To help builders secure orders, Magnet Trade also produces a wide range of marketing collateral aimed at the end user, including its glossy product brochure, titled The Book, as well as a price guide for consumers called The List. There is also a version of The List which is aimed towards the trade but can be used in conjunction with the consumer edition.

In addition to this, the newly expanded Magnet Trade website includes a dedicated consumer section which enables the trade to reach the home improvers who prefer to choose their products online.

Regular discounts and promotions aim to further enhance the competitive edge of Magnet Trade's customers. Account holders are informed about this activity through regular communications, including a log-in, trade only section of the website, where customers can also pay their account bill.

Other communications material include monthly statement inserts, the quarterly



offers bulletin, titled The Deal, and the trade customer magazine, The Mag, which is distributed free to account holders and is available in branches, also on a quarterly basis. Point of sale displays in Magnet Trade branches still play an important role, highlighting offers and products that are available.

Recognising the increasing importance of new technology to trade professionals, the company also targets its customer base via media such as email and SMS.

Brand Values

Magnet Trade is a strictly trade only brand. Underlying all brand communications is the objective of enabling trade professionals to attain 'The Edge' over their rivals by offering high quality home improvement products at low and frequently discounted prices. This enables Magnet Trade customers to offer home improvers a better result at a lower cost, backed by the kudos of the Magnet name with its reputation for quality and design flair.

magnettrade.co.uk

Things you didn't know about Magnet Trade

Magnet was established when Tom Duxbury swapped his horse (called Magnet) for a fire lighting company.

During World War II, Magnet helped the war effort by manufacturing munitions boxes.

If all the kitchen units sold by Magnet Trade each year were stacked on top of each other they would reach past the International Space Station, 350km above the Earth.

Each year, Magnet Trade sells more than 600,000 timber doors and more than one million sheets of plasterboard.

Magnet Trade is part of Nobia, Europe's largest kitchen company.



1918	1920s	1960	1970	1990s	2001
Magnet is established in Bingley, West Yorkshire.	The company pioneers the mass production of joinery, doors and windows.	The first branch is opened in Birmingham, quickly followed by more across the UK.	Kitchen products are introduced. Only one style is offered for the next nine years.	Separate retail and trade divisions are formed. Magnet Trade launches a range of kitchens specifically for the small local builder market.	Magnet is purchased by Swedish kitchen company Nobia, for £134 million.

2006	2009	2010
The Darlington kitchen manufacturing facility becomes fully dedicated to assemble to order jobs.	Magnet Trade's website is relaunched with additional features to help its customers win new business.	The Magnet Trade kitchen range now includes 12 Contemporary styles, nine Modern Classics as well as five Traditional styles.

Meanwhile, its Joinery range encompasses doors, windows, flooring and stairs.