



**Pura**  
Bathrooms  
Group



For the past 30 years, the Pura Bathrooms Group ethos has remained the same. Consistently deliver the very highest levels of service and customer experience from product portfolios that feature some of the finest specialist global manufacturers around the world.

The Pura Bathrooms Group has firmly established itself within the UK KBB sector, with our ethos continuing to grow, delivering exceptional product quality and industry leading service and support to like-minded customers.

The Pura Bathrooms Group offers a secure platform to enable our brands to establish themselves within their individual market sectors, this help can include financial, purchasing, logistical or sales and marketing support. This enables our brands to deliver the very best customer experience and focus on manufacturing truly inspirational and reliable products.



- Global manufacturer of bathroom ceramics
- R & D, design, manufacturing
- Comprehensive contemporary collections.



- Designer brassware collection
- Mixers, showering and accessories
- The global specifiers choice
- Flova UK is based in Hailsham East Sussex.



- UK manufactured furniture collection
- Fitted and modular options
- Designing and manufacturing for over 30 years
- Based in Hertfordshire.



- Fully reinforced acrylic bath collection
- Uniquely hand made manufacturing process
- All Puracast baths are finished at the Puracast factory based in East Sussex
- Baths of strength and quality.



- Proudly supporting the independent merchant and retail KBB sector
- Based in Crowborough East Sussex.



Since being founded in 1994 in Tangshan, China, over the past 23 years IMEX have firmly established themselves as a leading global manufacturer of high quality sanitaryware ceramics.

The strength of IMEX Ceramics is evident and reflects their accumulated expertise delivering innovation, inspiration and exacting standards into every piece of ceramic that is manufactured.

IMEX Ceramics UK are working in partnership developing customer networks throughout the UK across the architectural, national developer and bathroom retailer sector.



- 11 ranges of contemporary sanitaryware
- 50 designers working in research and development
- 132 countries worldwide being globally supplied
- 1600 employees
- In excess of 2 million pieces manufactured per year

[www.imexceramicsuk.co.uk](http://www.imexceramicsuk.co.uk)





# FLOVA®

FLOVA is a leading global manufacturer of designer showering systems, bathroom taps, accessories and kitchen mixers.

With over 26 years experience in designing, engineering and manufacturing luxury brassware, FLOVA have been global leading in the transformation of the finest quality raw materials into distinctive, highly functional and desirable solutions for the bathroom.

FLOVA hold over 160 global design patents and export and supply their products into over 70 countries worldwide including Germany, Italy and the UK as well as into the US and Canadian markets where FLOVA's conformity into Low Lead Compliant product is a regulatory legislation.

FLOVA lead the market in regard to manufacturing techniques and processes which is evident across all aspects of their business from raw material to mould development, casting, 'smart' machining, electroplating, automated polishing, coating and finishing.

FLOVA is 'the specifiers' option, winning recognition around the world, with global approvals being awarded to their products including WRAS, EN817, UPC, CE and ISO9001 and ISO14000 management accreditations.



[www.flova.co.uk](http://www.flova.co.uk)



Since establishing themselves in Waltham Cross, Hertfordshire, over the past 20 years Deuco have developed into one of the very best UK manufacturers of 'made to order' modular and fitted bathroom furniture.

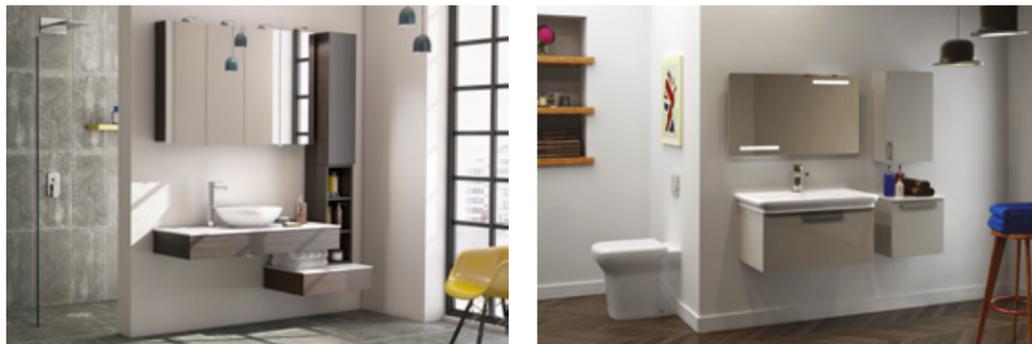
The combination of using the very best raw materials, partnering with leading manufacturers of furniture components from the UK and Europe and using the latest state of the art machinery, all managed and handled by a team of highly skilled cabinet makers and craftsmen ensure premium standards are met every time a Deuco product is created.

Deuco are passionate about making furniture and the care and attention that is put into every piece is evident from the moment the product is installed.

Deuco understand the effects that a sometimes harsh environment of a bathroom can have on furniture and cabinetry and combat this by manufacturing their products to the very highest standards at all times.



- Units from 20cm - 120cm
- 21 laminate and solid surface options
- 24 colour options in both gloss, matt and wood effect finishes
- 29 handles in chrome and brushed metal finishes
- ½ million different colour combinations



[www.deuco.co.uk](http://www.deuco.co.uk)

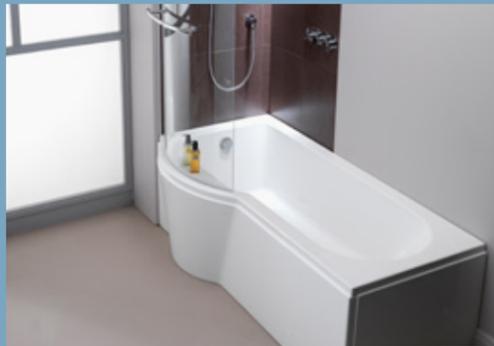




Puracast is a collection of fully reinforced acrylic baths – ‘baths of strength and quality’.

Hand finished in the UK to exacting standards, Puracast Baths are rigid, durable, reassuringly substantial to give a secure bathing experience every time.

With onus focused on their advanced manufacturing systems aligned with the quality of their craftsmanship, Puracast don't believe in doing things half-heartedly. Using unique processes such as multiple hand-made layering of core matt resin, their baths offer strength, support and quality. Their philosophy is simple, make it once, make it right, make it to last.



- Quality, strength and durability  
Puracast baths have superb thermal retention allowing the water to maintain its temperature longer than an average acrylic bath.
- Manufactured by hand  
Puracast's highly skilled team manufacture the baths with 7 layers of fibreglass core matting and resin bonding by hand fully encapsulating timber framed bath rims and bath bases.
- Hand finished in the UK  
Each Puracast bath is given that final premium lustrous easy clean finish at our manufacturing facilities in East Sussex.

[www.puracast.co.uk](http://www.puracast.co.uk)



Pura Bathrooms proudly distributing PBG bathroom products to the independent merchant and retail KBB sector.

Pura Bathrooms are one of the fastest growing, dynamic and ambitious bathroom product manufacturer's and distributors in the UK.

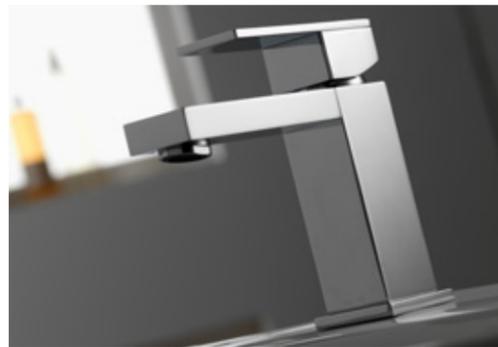
Founded in 2004, Pura Bathrooms are a family owned business, based in East Sussex. Exclusively available via independent showrooms and trade customers; Pura Bathrooms offer a choice of products that are designed to inspire; are beautiful to look at and are manufactured to the highest quality standards with precision and thoughtfulness. The collection offers superb value for money across all of the products meeting all price points and budgets.

Based across regional UK sites, their group sales and after-sales departments are located in our 40,000sq ft Crowborough Head Office and support and look after their customer base in the South.

Servicing their customers in the Midlands and North, their 37,000sq ft distribution centre, strategically located in Coalville, Leicestershire, means they are able to offer a fast, efficient service to stockists and retailers across the whole of the UK.

• Sanitaryware • Furniture • Acrylic baths • Brassware • Wastes • Showers

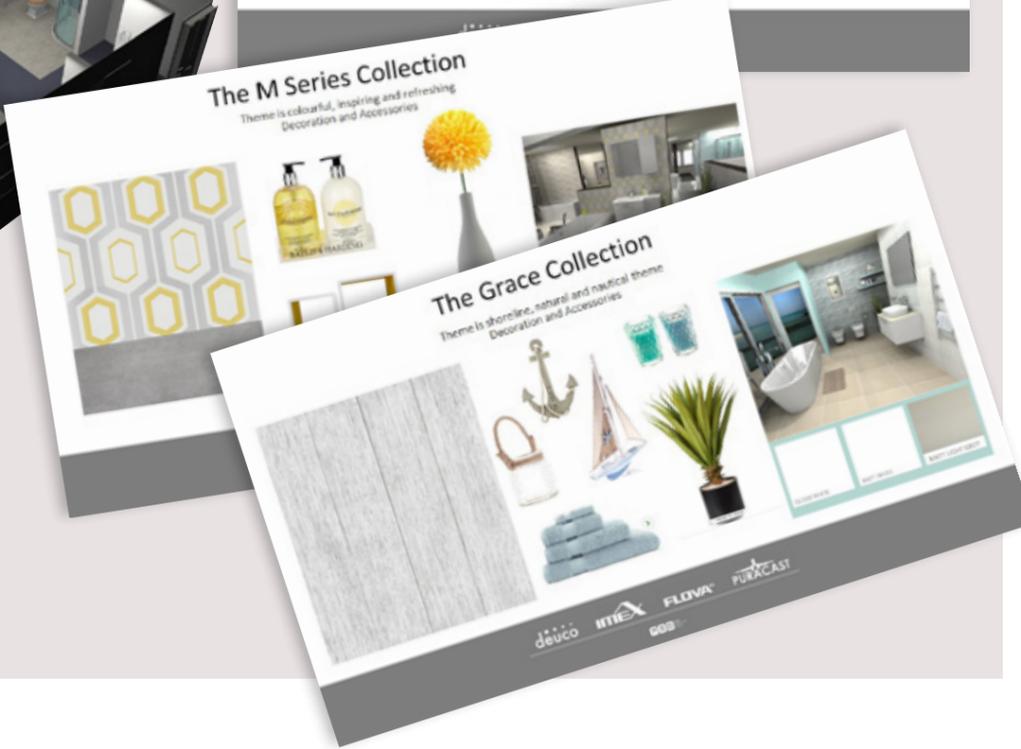
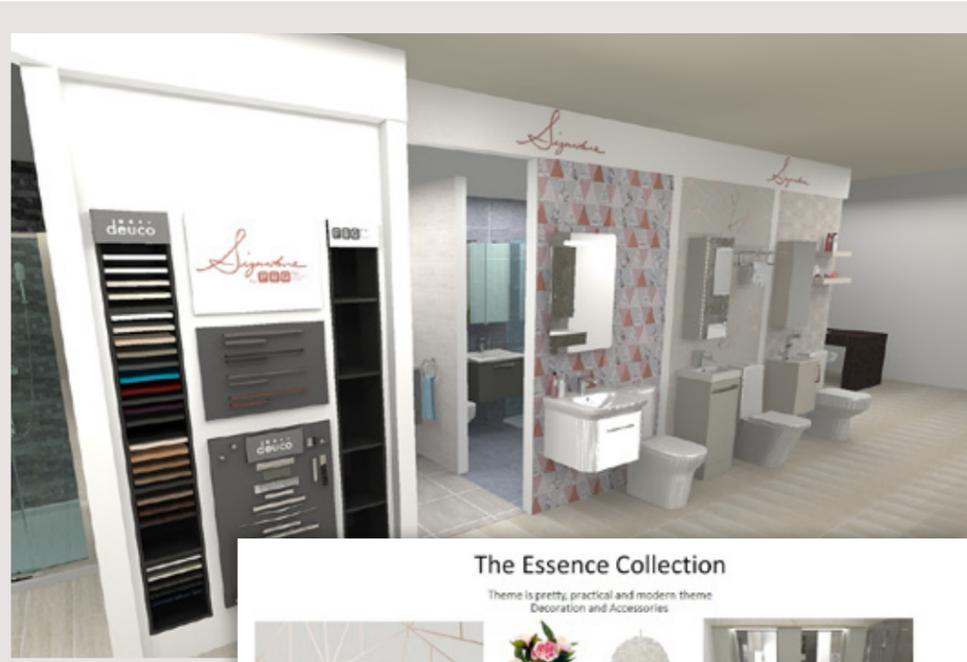
[www.purabathrooms.co.uk](http://www.purabathrooms.co.uk)





## Our Mission

The concept of a Signature Showroom is to create an area within a retail showroom dedicated to the PBG Brands. We carefully select our showrooms specifically looking for people who champion and fully support our brands.

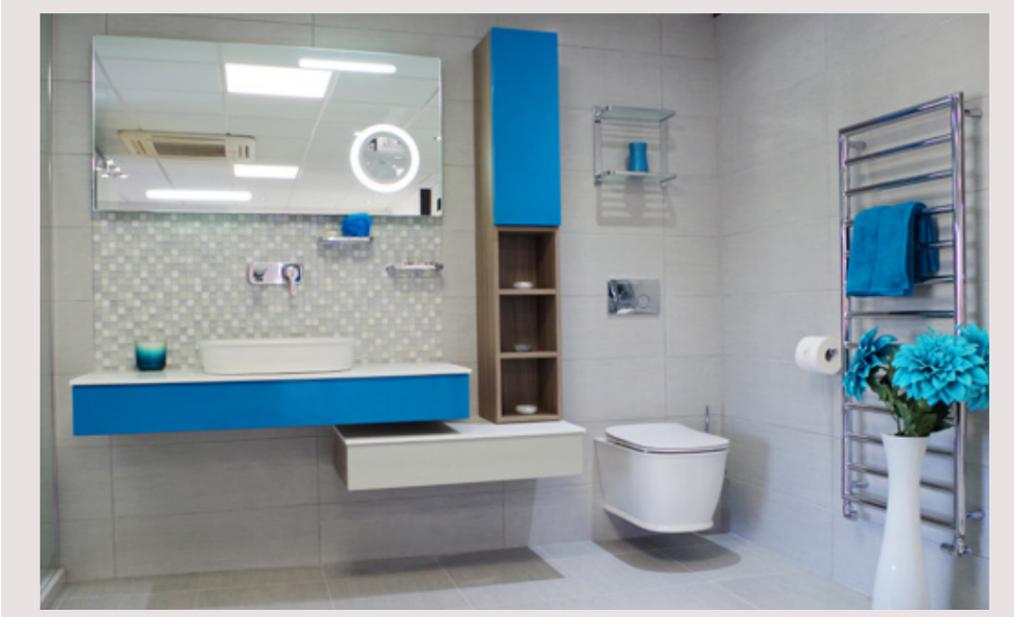


## Design services

Signature Showrooms are beautifully designed and tailored to your business using Virtual Worlds technology. We work with you to design an area that works for your business.

## Fitting services

Take full advantage of our fitting services. Our experienced fitting team can construct your showroom from the walls to tiling and finishing your showroom to the highest standard.



## Benefits

- Preferential trading terms
- Staggered rebate system based on performance
- Design service tailored to customer's business model
- Identification on PBG website
- Sales leads provided by PBG
- Ongoing review and training programme
- Social Events and activities including fundraising

## Criteria

- Retail Showroom
- Meet agreed turnover targets
- Dedicate and area to the PBG Brands
- Display all retail brands Deuco, Flova, Puracast and Imex



*"Here at the PBG Group we strive to create beautiful designed showrooms. We can provide a complete design and installation service for retailers wishing to improve and maximise the potential of their showrooms. Using Virtual Worlds, I would guide the retailer into choosing the best layout and carefully selecting products suitable for their market and target customer. Not forgetting the finishes touches, we dress the showroom with accessories once the project is complete."*

Lauren Sutton, Pura Bathrooms Group  
Projects Manager

For more details about Signature dealerships please contact your Area Sales Manager or call us on 01892 611240.

# Quality

PBG ensure the quality standards of the product offerings manufactured and developed by their retail brands consistently meet and surpass the requirements of all users, whether they be architects, developers or consumers alike.

Clear focus in this vital aspect of manufacturing is always maintained by ensuring the strict and thorough in-house testing processes and procedures of the PBG brands are maintained and adhered to at all times.



100% leak and air pressure testing



Finest quality raw materials



The very best engineering processes



UK finishing, testing and packaging



Precise design



Innovation combined with precision



Through continued improvements into their own quality standards and procedures, IMEX Ceramics have successfully gained certification with ISO9001 management systems, CE Approval and WRAS accreditations throughout their business and product collections.



FLOVA is 'the specifiers' option, winning recognition around the world, with global approvals being awarded to their products including WRAS, EN817, UPC, CE and ISO9001 and ISO14000 management accreditations.

At the heart of what FLOVA do are our people. Following the customers needs and the principles of design, FLOVA and their teams of highly skilled craftsmen take innovative influences from around the world and combine them with meticulous attention to detail and the highest design values and quality and engineering excellence.



The exceptionally high standards employed by Deuco in quality and meticulous attention to detail mean specifiers and designers can be confident in Deuco meeting all needs. All Deuco drawer systems and hinges carry a lifetime guarantee and all cabinets are guaranteed for 5 years. Deuco work proudly with an array of leading global component manufacturers.



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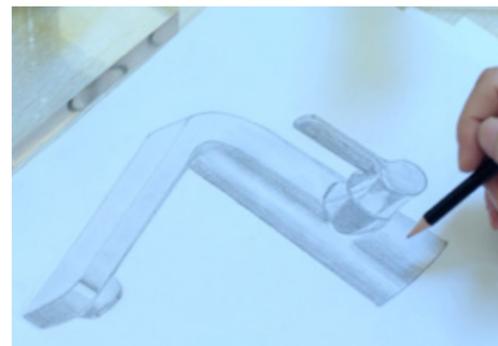


# Research and development

Investment into product research and development constantly remains a major focus for the PBG brands.

Highly experienced teams across the PBG brands are dedicated to ensuring that the collections remain suitable and relevant for the evolving and varying consumer lifestyle.

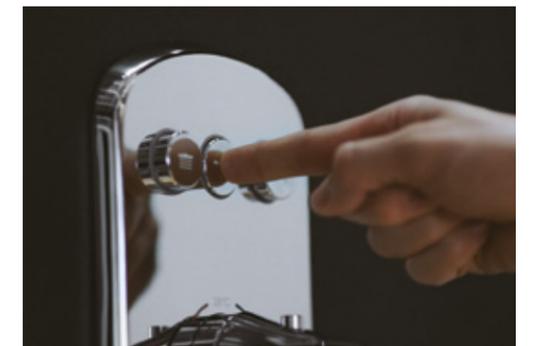
Working closely with architects, developers and installers from around the world allows collections to provide solutions for the ever-changing market.



# Innovation

In regards to innovation PBG's mission statement is:

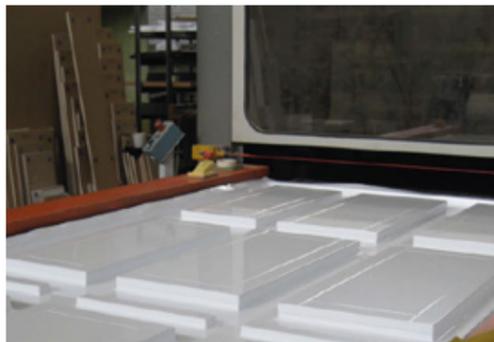
“Accept and embrace change through creating clear vision to our goals whilst inspiring with our products and shaping the future.”



## Manufacturing

PBG's ethos and those of their brands is very straightforward when it comes to making product.

Quite simply put, work with the very best, most passionate and progressive manufacturers in the world.



## Support and service

At the heart of what PBG strive to achieve are their people.

Meeting their customer's needs, PBG and their teams of highly skilled individuals combine and deliver consistent levels of service, support and customer experience across all aspects of their business and respective brands.

PBG offer a full after-sales support service across each of their individual brand product portfolios.

All PBG brands offer a full next day spares service along with comprehensive guarantees.

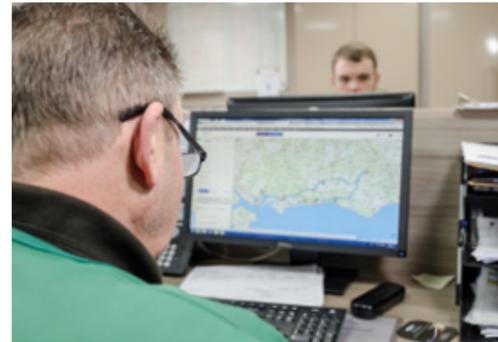


# Logistics

PBG networks and next day delivery service options and facilities perform and support their UK customers with comprehensive solutions that are market leading.

Across four strategically placed operating and distribution centres with a combined footprint of in-excess of 130,000 sq ft, PBG's delivery network carries across the whole of the UK.

Utilising their own fleet of vehicles and working alongside recognised logistic distribution partners ensures high service levels are maintained at all times.



**IMEX**

**PURACAST**

**FLOVA®**

**dēūcō**

**pura®**  
BATHROOMS

**PBG** Pura  
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