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Press Statement

Yvonne Orgill, Chief Executive of the Bathroom Manufacturers Association

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**John Lewis signs up for Bathroom Academy Design Course**

John Lewis, the department store chain, has enrolled twenty four of its partners to the BMA’s Bathroom Academy and Principles of Bathroom Design.

Department store chain John Lewis confirmed in May 2011 that it was to start selling fitted bathrooms for the first time. The roll-out began at its Milton Keynes branch and further stores are due to launch in 2013.

In order to fully train its partners in the intricacies of bathroom planning and design the company has engaged the BMA’s Bathroom Academy and one of its lead sponsors 20-20 Technologies Ltd. The John Lewis staff will participate in a series of two-day training workshops, based in store, where they will have the opportunity to learn from industry experts.

The workshops will encompass both the theory and practice of bathroom planning and design with useful exercises designed to test delegates’ skills using the 20-20 Fusion software.

“We are absolutely delighted to welcome John Lewis to the Bathroom Academy” says Yvonne Orgill CEO of the Bathroom Manufacturers Association. “The industry guides and face to face workshops we offer are unique in our industry. John Lewis is investing heavily in its new bathrooms portfolio and we are really pleased that the Academy and 20-20 Technologies Ltd have been chosen as the training providers.”

Workshops start in February and will be rolled out through the Spring.

[www.bathroom-academy.co.uk/](http://www.bathroom-academy.co.uk/)

The BMA, based at Keele’s Innovation Centre, is the trade association for bathroom manufacturers operating in the UK. It is the principal ***‘Voice of the Bathroom Industry’*** and acts as an information highway between industry, government and the consumer on issues that affect the bathroom business.

The BMA represents, through its technical, marketing and management committees, the interests of over 55 major bathroom manufacturing groups and service providers with over 80 well-known brands in the market place. The manufacturing base directly employs 10,000+ people across almost 80 sites around the UK.

*ENDS*

*A variety of digital images are available upon request. However, the BMA is a non-profit organisation and unable to pay for images to be reproduced. The aim of the information generated by the BMA is to educate, inform and improve the industry as a whole.*

*Further Information about the BMA*

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or telephone01782 631619 or visit [www.bathroom-association.org](http://www.bathroom-association.org/)

**The BMA | NOTES for editors**

**What is the BMA? |** The BMA is the not-for-profit trade association for bathroom manufacturers operating in the UK. It is the principal ***‘Voice of the Bathroom Industry’*** and acts as an information highway between industry, government and the consumer on issues that affect the bathroom business.

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The Bathroom Manufacturers Association is a Company Limited by Guarantee.

**Main website at** [www.bathroom-association.org](http://www.bathroom-association.org)

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[www.bathroom-academy.co.uk](http://www.bathroom-academy.co.uk)

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