

Two rooms, one design platform – introducing Fusion Bathrooms

It's long-since been a bugbear of the KBB industry that if you want to design kitchens then you need to invest in one piece of CAD software, but if you want to design bathrooms, you need to invest in a completely different system. If, like many showrooms, you sell both kitchens and bathrooms, then you are left out of pocket by having to invest in and maintain two different software platforms.

Set to revolutionise the bathroom design market, 20-20 Fusion is delighted to announce the arrival of its much anticipated Computer Aided Design programme for the bathroom industry – Fusion Bathrooms. With the obvious cost benefits of not having to purchase two separate CAD packages, the arrival of Fusion Bathrooms means that retailers can now design both kitchens and bathrooms using just one software solution. What's more, they won't need to invest the time and money in training their designers on two separate systems and can quickly become proficient using the Fusion software to produce designs for both bathroom and kitchen living spaces.

Already established as the market-leading CAD software supplier for the kitchen industry and widely recognised as the platform that offers the most photo-realistic renderings, Fusion is set to make waves in the bathroom market for both existing users and new customers. The company has spent 18 months developing the Fusion Bathrooms product and invested heavily in bathroom graphics production to ensure that it sets new standards for bathroom design software.

Fusion Bathrooms features the very latest catalogues from leading manufacturers throughout the bathroom industry - including Ideal Standard, Bristan, Roca, and Twyfords - putting accurate, up-to-date product information at the bathroom retailer's fingertips.

20-20 Fusion's Managing Director Craig Rothwell says: "We have long been asked to develop a bathroom product that offers designers the same high standards of photo-realism and functionality as seen in our kitchen solution. The ability of any software provider to offer the industry a single platform for both kitchen and bathroom design is long overdue and we believe that, at a time when retailers have to be more mindful than ever of every expenditure they make, Fusion's single platform solution will be very well received."

He continues: "The bathroom consumer is more demanding than ever and wants to be able to visualise their dream room before making a purchase, so the use of CAD software in bathroom showrooms has recently witnessed a notable increase. As many as 50 per cent of bathroom studios are now using CAD for their designs and we believe the introduction of Fusion Bathrooms will be an important tool for the bathroom industry."

Existing Fusion supported customers can upgrade their systems by purchasing a Bathroom Data Pack, containing all the catalogues currently available from the wide range of bathroom manufacturers with whom 20-20 Fusion has established a partnership. For just a small increase of the monthly support fee, the complete kitchen and bathroom design package is just a click away.

The Fusion Bathrooms software pack is also available for purchase separately at a discounted price to new customers, as well as to existing customers who wish to run two Fusion systems.

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