

20-20 FUSION CHOSEN AS THE EXCLUSIVE CAD PARTNER TO THE TRAVIS PERKINS GROUP

20-20 Fusion, the UK market-leader in design and visualisation software, is delighted to announce that its Fusion software has been selected to be used exclusively in showrooms across the Travis Perkins Group. Although 20-20 already enjoys the top spot in the CAD software market, this deal stands out as a genuine highpoint for the company. The Travis Perkins Group has a huge presence in the merchants and DIY markets, comprising seven successful companies. Wickes and Benchmarx are already users of the Fusion platform, but Travis Perkins and City Plumbing have only just come on board. The Travis Perkins brand itself is one of the UK's biggest builders' merchants with more than 600

branches nationwide, supplying over 100,000 product lines to trade professionals.

The Group has chosen 20-20 Fusion as its exclusive CAD platform after being satisfied that it's the best programme for its businesses. Travis Perkins trialled the kitchen and bathroom programmes for several months and was so impressed by its all-round performance that as well as signing up for exclusive use of 20-20 Fusion, they have ordered licences for the immediate replacement of all existing competitor systems running in its Travis Perkins and City Plumbing showrooms.

Linda Doughty, Trade Marketing Director at Travis Perkins comments: "We're very

happy to be working with 20-20 Fusion. We were extremely impressed with the product having undertaken extensive trials to test the software to its limits. Introducing Fusion exclusively to the Group's showrooms means that all of our group brands will be working consistently with the same package, helping to streamline operations."

Lee Clark, Corporate Business Manager at 20-20 Fusion, adds: "After investing so much time and energy in forging this partnership, we are over the moon that the Travis Perkins Group has come on board. The deal was sealed thanks to our ability to offer bathroom design software that's every bit as strong as our already well-respected kitchen design

software. Our expansion into bathrooms was undoubtedly an instrumental factor, as Travis Perkins displays many of the major bathroom brands, as well as its own, in its showrooms and was therefore looking for a CAD platform that could perform equally well in both bathrooms and kitchens. The deal will offer further opportunities for the Group and is a massive coup for 20-20. We really couldn't be happier."



"We use Fusion Design rather than the competitors because it provides the best images of any software available. We've used Fusion Design for a long time now, and as well as the superior photo-realism of the renderings, we find that it's a great advantage to be able to upload 3D images for use in our schemes. These plans are then given to the architects and allow them to see exactly what is required from the design. Fusion Design enables us to work with Google™ Sketch-up to enhance the realism of our plans even further. We're also looking forward to upgrading to the next version of Fusion Design because we are particularly excited about working with the video tool."

Robert Laurie, Marketing and Dealership Director, Poggenpohl UK



"As a company we have had a long and successful association with the Fusion software platform. Fusion Design delivers everything we need and we particularly use the software for designing new displays for our showrooms. We find the product to be very flexible and the photo-realism of the renderings are second-to-none."

Barry Head, Director, Crown

Fusion welcomes Roca to its fast-growing catalogue of leading bathroom manufacturers

Fusion Bathrooms, the latest addition to 20-20's advanced design and visualisation software for the interiors industry, is delighted to announce the inclusion of leading global bathroom brand Roca into its ever-expanding portfolio of bathroom manufacturer catalogues. Its extensive product portfolio will now be just a click away for authorised Roca dealers using the Fusion Bathrooms package. Retailers using the Fusion Bathrooms programme can now offer their customers a far greater variety of sanitaryware and bathroom solutions thanks to this new

collaboration. Roca is a multinational corporation which benefits from having access to the global market and is therefore fully tapped into all the latest trends worldwide. Their addition to the Fusion Bathrooms programme gives customers the opportunity to explore all the latest styles, colours, shapes and technologies.

Lee Clark, Corporate Business Manager at 20-20 Fusion, says: "We couldn't be more delighted that Roca has joined our swelling portfolio of leading bathroom manufacturers. Their inclusion gives real kudos to Fusion Bathrooms and reinforces how this relatively new platform has swept the industry at an astonishing pace."

Georgina Spencer, Marketing Manager at Roca says, "This exciting collaboration with Fusion Bathrooms means designers now



NTG gives accreditation to Fusion training courses

NTG, the National Training Group for the kitchen, bedroom and bathroom industry, has given a much-coveted stamp of approval to 20-20 Fusion's training programmes. 20-20 Fusion has always taken great pride in its efforts to train its users to get the most out of its advanced software, but now it has official accreditation from this highly respected industry body. The NTG's raison d'être, after all, is to raise training standards within the kbb industry by upskilling the existing workforce to keep them up to date with the new technologies available, and helping new blood to succeed in their chosen career.

Renée Mascari, the NTG's chief executive, comments: "One of the best ways we've found to achieve this is by working with companies like 20-20 Fusion who provide top-quality training programmes. NTG accreditation sends out a message to the industry that their training provides quality teaching and upholds standards. This adds extra value and significant weight to the company's training programme."

So how does this training fit into NTG's ethos of upskilling? For starters it keeps customers fully up to speed with all the pioneering features available on the Fusion Design platform. Fusion Design is an advanced design tool with numerous features created to help the kitchen, bedroom and bathroom designer, but users only truly benefit from this sophisticated software if they understand how to exploit it to its full potential. In addition to this, 20-20 Fusion is always developing new tools and offering improved versions of existing tools to its customers, and a quality training course helps customers keep up to date with all the programme's developments.

Another key point is that customers can attend courses suited specifically to their level of experience. Fusion Bronze, for example, is perfect for newcomers wanting to find their way around the programme and master the basics, while Fusion Silver improves the skills of existing users competent at room design. Fusion Gold, at the top of the ladder, is a master class for experienced users wishing to hone and perfect their skills. Customers progress through the stages at their own pace, giving them time to absorb the training properly and learn how to put it into practice in their day-to-day operations, rather than overloading on information in a lengthy and intense course.

Lee Jeffries, support team leader at 20-20 Fusion adds: "Having NTG accreditation is a huge boost for our team, as it tells us that we have successfully devised a training programme that gives our customers the ability to use the Fusion platform to its full potential. Equally, our customers can have full confidence in the quality of the training we offer thanks to the NTG accreditation, which is well recognised and well respected throughout the industry."

have full access to our extensive product range. Fusion's superb photorealism and design flexibility means they will have free reign to create stunning bathroom designs for their customers."



FUSION TIMES



How are we doing?
Craig Rothwell sheds light on why expectations have been shattered and business is booming.
Page 2

Fusion Bathrooms users can't get enough of this new design tool and have already accepted it as the only software on the market worth using.

Angela Wainwright, Marketing Services Project Manager at Ideal Standard International, for example, has recently specified the use of the software at Ideal Standard's new flagship showroom, the Bath Room, in London's Clerkenwell. Angela comments:

"We are very excited about working with 20-20 Fusion at the Bath Room, Ideal Standard International's new resource centre and design studio for architects and interior designers. 20-20 Fusion's photo-realistic CAD software will allow the architects and designers coming to the Bath Room to fully realise and refine their ideas using the most accurate representations of our products possible. We are also looking forward to deploying the Fusion Bathrooms platform across our extensive network of showrooms across the UK."

Another recent convert, Katie Turner, Group Creative Director from Pilkington's, adds:

"Our new collaboration with 20-20 Fusion means designers now have access to the comprehensive product portfolio of Pilkington's tiles, enabling them to be totally innovative. Fusion's photo-realism coupled with design flexibility in the tiling package allows for the latest trends and fixing styles to be brought to life in fabulous 3D."



Katie Turner

Fusion Bathrooms takes industry by storm

20-20's Fusion programme has long taken pole position in the race for providing the industry's most usable, photo-realistic kitchen design software. But instead of sitting back to enjoy its market-leading status, 20-20 Fusion have channelled all their expertise into another pioneering CAD programme, this time for the bathrooms industry. Fusion Bathrooms ticks all the right boxes for independent bathroom retailers and designers who want to give their customers all the benefits the original Fusion Design package gives to kitchen retailers and designers,

but this time in the sphere of bathroom design.

Not only does 20-20 Fusion provide the most photo-realistic renderings available in the industry, it also offers instant access to the latest bathroom catalogues from all the biggest brands. This allows designers to create schemes that are right on trend. 20-20 Fusion's commitment to providing customers with the latest product data doesn't stop here, with the team working continuously with manufacturers to ensure that new product manuals and catalogues are streamed into the software all the time.



20-20 Fusion boss speaks out

20-20 Fusion's Managing Director Craig Rothwell is delighted with the enthusiastic reception the new software has received from the industry, explaining why the time was right to launch Fusion Bathrooms: "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."

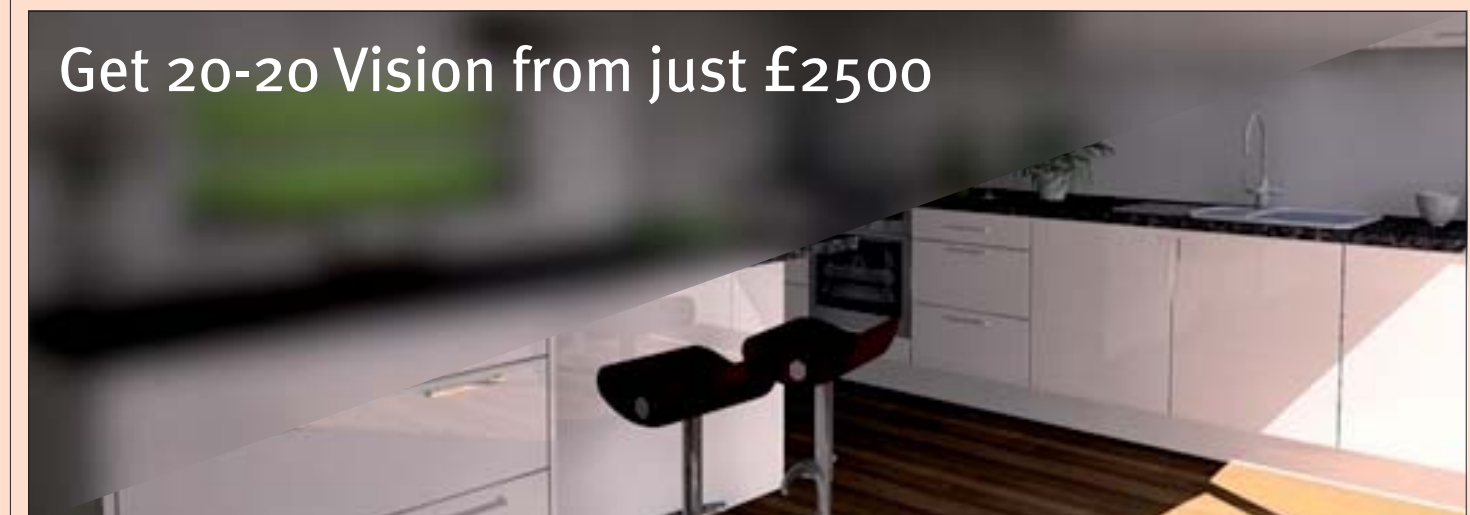
Best Show Ever

20-20 Fusion has reported that KBB 2010 surpassed all expectations and the company enjoyed a constant stream of interested visitors to its stand. "I can honestly say that KBB was the most positive show we've ever done as a company," enthuses Managing Director Craig Rothwell. He adds: "We have in excess of 200 appointments to follow up from the show. Lots of people visiting our stand were wishing to trade up from competitors' software packages which is great news for us."

Craig attributes the success of the show to the positive approach the company took to the exhibition. "Our stand was packed with new

things to enthuse the industry," he says. "We had the latest version of our Fusion Design software; new Fusion Bathrooms software; a new company image; very competitive offers and we were also showcasing our new touch-screen technology."

The company's Fusion Bathrooms platform made its first outing at KBB and reactions from the industry were incredibly positive. "We were delighted with how many retailers were keen to use the new software. What's more, new manufacturer agreements were made at the show with Laufen, Vitra and Showerlux and many more to include their data on our software."



Get 20-20 Vision from just £2500

Movers & shakers

New ASM bolsters Fusion's dynamic sales team

Jade Allen joins the 20-20 Fusion sales team as Area Sales Manager for the North of England. Jade comes from a sales background having worked for a PR agency, and gained valuable local knowledge from her time at the Manchester-based agency.

Jade comments, "It's an honour to join a vibrant company with such a focussed sales strategy. My aim is to build trust and confidence in 20-20 products with both new and existing customers. I'll be responsible for driving sales of all Fusion products, and I'm particularly looking forward to showing customers our exciting new Fusion Bathrooms programme. If they don't know about it yet, you can guarantee they soon will!"



Jade Allen
Area Sales Manager

Top talent joins Support Team

The 20-20 Fusion support has welcomed on board Aaron Green, a friendly new addition to the team with a clutch of qualifications as big as his smile. Aaron is BCA Certified in E-Commerce, Web Design and Networking Solutions, and has a rich educational background in computer technology. His previous experience ranges from Sales and Customer Services to Web Design and User Support roles, as well as out-of-office work in website development for local charities and freelance writing for various IT websites. Aaron comments: "My aim is to continue to maintain 20-20 Fusion's high level of support thanks to a customer-orientated demeanour and working knowledge of software technology."



Aaron Green
Support Officer

How are we doing?



Craig Rothwell
Managing Director

The last few months have been a whirlwind for 20-20 Fusion, with all departments working at full throttle to pull off some incredible achievements. Something we are incredibly proud of is the way Fusion Bathrooms is establishing itself as a force to be reckoned with. And what about the fantastic new software being launched at

kbb2010? Fusion Design Version 17 from 20-20 Fusion and 20-20 Technologies' Version 9 are going to set the industry on fire with a whole raft of amazing new features.

So, in product development terms we've got much to be proud of. But what about the figures? Do the sums add up? Incredibly, we've surpassed all our expectations despite the challenging economic times, and I can confidently say that business is booming. I think our success thus far has had a lot to do with listening to you, our customers, and providing products to match the demands of the marketplace. We'll build on this strategy as we know it works for the UK market, and continue to provide the industry with even higher levels of quality and customer service.

As for the future, we'll be building on our commitment to both of our CAD platforms.

Both 20-20 Fusion and 20-20 Technologies are being rigorously maintained by separate research and development teams devoted to meeting the differing needs of the markets. As I mentioned above, V17 has just been launched for 20-20 Fusion with V18 in development, and V9 for 20-20 Technologies is also making its debut at KBB.

Our customers tell us that both software packages have a strong place in the market so we will continue to offer both choices. Some customers look for the variety of features that 20-20 Fusion currently offers while others prefer a more focused platform, so 20-20 Technologies is more appropriate. We are also able to offer the market the flexibility of being able to move from one platform to the other with a nominal charge. It's just one of the aspects of the way we do

business that has earned us our market-leading position, and it's one we intend to hold on to. This strong position isn't just brazen confidence from an enthusiastic managing director (although enthusiastic I certainly am!). Our sales figures underline how well our software is being received by the market. The Fusion brand in particular is going from strength to strength, in fact it's up 20% over last year and the second quarter looks set to be equally impressive.

On a personal note I would like to invite all our customers to help us to continue to improve our software platforms moving forward. We welcome your feedback – it's by listening to you, the user's at the sharp end, that we are able to offer features and benefits that provide tangible benefits to the designer.

Welcome return for new ASM

With over 30 years in the kitchen sector, Colin Seaton is one of the best-known faces in the industry with an impressive, varied CV to match. Prior to running his own business as an import agent for kitchen and bathroom products, including a CAD system, Colin spent four happy years working for Fusion. 20-20 is therefore delighted to welcome Colin back into the fold, where he will use his immeasurable experience in his new role as ASM for the South. On his return he confirmed his delight at being back with the 20-20 team. "I will be trying very hard to maintain 20-20 Fusion as the number-one choice in the UK for CAD design, and it is lovely to be back," he says.



Colin Seaton
Area Sales Manager

20-20 Fusion appointment looks to the future

20-20 Fusion is further bolstering its commitment to delivering a quality CAD product with the appointment of James Wilson to the position of Product Director.

James has been with the company for 15 years, most recently as International Data Manager, so has a thorough knowledge and understanding of the 20-20 Design brand. In his new role James will be responsible for defining the features for future Fusion Design software and overseeing their implementation. Key to the company's success is its commitment to listening and reacting to customer feedback, in order to make tangible improvements and developments to the software. As Product Director, James will collate software requirements from all areas of the business in order to implement future developments.

"I am looking forward to enjoying a greater involvement in the future development of what is a truly great software package," says James.



Simon Purves
Sales Director - Independent Sales Division



James Wilson
Product Director

Planit Fusion renamed

Not so long ago the Fusion Design package was called Planit Fusion. So why the sudden name change? The name change to Fusion Design helps to consolidate the software's market-leading position and strong brand presence. It represents a firm commitment from 20-20 and spells an exciting future for the Fusion brand.

Sarah Dennis, Fusion's Marketing Coordinator, says: "Planit worked really well for us as a brand for a long time, but the company has evolved along with the sophisticated

technology of the software, and we felt the time was right to change its name to something the entire marketplace associates with our pioneering software. The new name will apply outside of North America and gives the brand a fresh, modern feel that sits much more happily with our latest software platform than the old Planit mantle."

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Promotion for Purves drives sales upwards

Simon Purves is one of the rocks on which the success of 20-20 Technologies is founded. Having worked for the company since 1991, Simon's knowledge of the market and 20-20's software is unmatched. His experience and skills have recently been rewarded with a promotion from Sales Manager to Sales Director – Independent Sales Division.

Based at the company's Bolton office, Simon now manages the 20-20 Technologies and Fusion Design brands for Kitchen & Bathrooms independent sales teams throughout the UK. He heads up the development of the kitchen, bedroom and bathroom side of the business, all of which are key growth areas for the company this year. Simon is confident he can make a difference in his new

role, commenting: "Having been with the company for over 18 years now, these are brands I truly believe in. And with more product developments and innovations ahead of us, both in the short and longer term, I'm looking forward to working with the sales team as we continue to drive business forward."

Letters

Fusion is well-known not only for its superb software but also its unsurpassed customer service and training programmes. We pride ourselves on having happy customers, but it's always special to receive direct praise from our clients. Here's a selection of letters from customers who couldn't keep their enthusiasm for Fusion to themselves...

You can teach an old dog new tricks

Dear Craig, When I read in your newsletter that 20-20 Fusion were offering design courses, I must admit that at first I thought, "after 15 years of using the system, what's left for me to learn? 'Old dog' and 'new tricks' came to mind! However, I went for it, as I thought I'd have nothing to lose by booking onto the course. On arrival at the

20-20 Technologies offices in Bolton I was greeted by David Pieris, the man who trained me 15 years ago. Well, how wrong could I have been about not learning new tricks. David went through everything from top to bottom, and although I knew most of it, some of the shortcuts have really helped us to speed up our designing. In the past we struggled to

get the lighting effects we wanted in version 15 as easily as in version 14, but now in version 16 we are creating better presentations than ever before. I must confess that before I went on the training course, we were still trying to create plans in the way we always had done with older versions. Since the training course we are now fully up to speed, and feel confident about using all the new features. Not only has this made designing quicker, it's greatly improved the quality of our presentations. We love the fact that version 16 allows us to save our own design schemes as it saves us so much time.

Although we have used Fusion Design for 15 years we still look around at other CAD systems to see how they compare, and we still feel that the finished full colour perspective of Fusion takes some beating. Their Hacker and Systemat catalogues are now very accurate and so easy to use. From planning the kitchen it only takes a few minutes to arrive at a final price. This package has most certainly helped our growth, from £300,000 15 years ago to just short of 3million in 2008.

Paul Whiers
Interiors of Harrogate

Best software by a country mile

Dear Fusion, V17 of 20-20 Fusion is now, in my opinion, delivering a world-class presentation for kitchen designs. Some of the new features in the latest version, the High Definition video for example, really are spectacular and the feedback from my clients has been one of total amazement! Being in between showrooms at present,

these new functions have certainly enabled me to compete with my competitors who have their showrooms on a more professional level. Well done 20-20 Fusion on the best software release to date by a country mile!"

B Hughes
MD Brynmôr Interiors

Thank you!

Dear Simon, (Purves, Director, Independent Sales Division), I just wanted to send you a quick note to say how delighted I am with the Fusion software. I am pleased with the level of help and support that Fusion give and think that the software

is absolutely brilliant. Thank you!

Best regards

Kirit Chauhan
Lifestyle Kitchens,
Nottingham

Case study

One Fusion customer, Robert Lockwood, Managing Director of Keller Kitchens Lytham, said he was so happy with the software that he wanted to share his experience with other Keller dealers, to show them the benefits of running Fusion Design. He tells them in this special case study:

"After 25 years in the industry I was aware of the improving standards of design and visualisation software, so I put in extensive research into the latest programmes available before investing. 20-20 Fusion stood out from the crowd on every count, offering a better package and promising to deliver better value. They've remained true to their word, and I've never regretted choosing them above their competitors.

Where they really shine is with after-sales service. Even with experience of CAD software, it's vital for us dealers to be able to understand a programme fully and be confident of using it – it's like with anything, there's no point in having the very latest technology unless you can get the most out of it. 20-20 Fusion ensured we were fully up to speed with the programme by offering us a training session within two weeks of the order and they gave us two full training days, where the competitors offered just one.

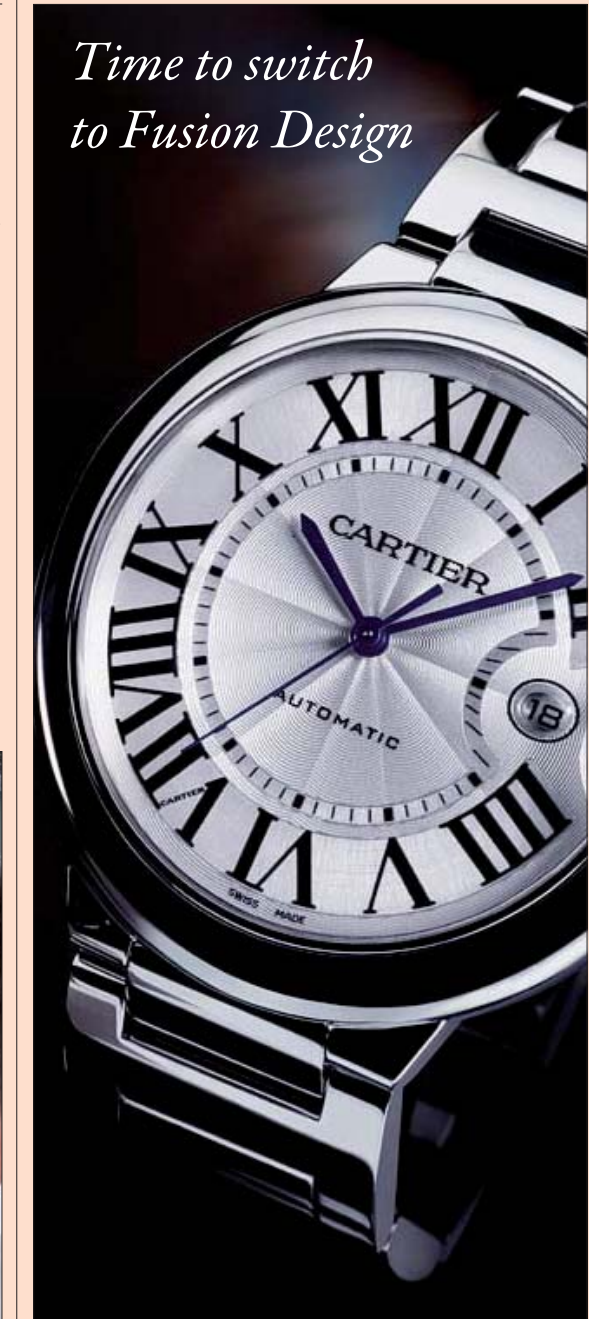
Whenever we've had questions about the programme during a working day, we've always been able to reach the customer support line and only once have we been asked to 'hold' before our question could be answered. As a mark

of their efficiency and understanding, the sales rep has even intervened on our behalf to extend the license without interruption when I hadn't posted my cheque on time. It's touches like this that make doing business with 20-20 Fusion a real pleasure. It's rare in this day and age to encounter such flexibility and understanding when it comes to money matters!

The programme itself is a delight to use. My favourite feature is the mini-video clip tool, which allows you to navigate freely around the room you've just designed, rather than clumsily clicking from image to image. It's so simple to email customers with a final design, as they don't need any special programme to be able to open it. And where do I begin with the graphics...!

I'm extremely impressed with the lighting effects, which really bring the design to life and help the customer visualise easily how their room will look. In fact, one of the other magic features of Fusion is that you can photograph views from the customers' windows when you do the home survey and then incorporate the photos into the CAD visual. How about that?!

It's revolutionised the way we do business at Keller Kitchens Lytham because we now present to clients with full confidence. Gone are the days when we were constantly apologising for the software. It now actively generates sales with its remarkably lifelike graphics, rather than leaving anything to the clients' imagination. Fusion Design tells the whole story, making our job so much easier."



Time to switch to Fusion Design