

# CUSTOMER TRAINING OPPORTUNITIES 2009



## Bespoke Product Training Seminars

### Sottini Training Days

We are delighted to present Sottini Training Days, exclusively developed for and delivered to our Sottini retail partners.

For further details please contact your local Retail Sales Executive or contact the Ideal Standard Product Training Team.



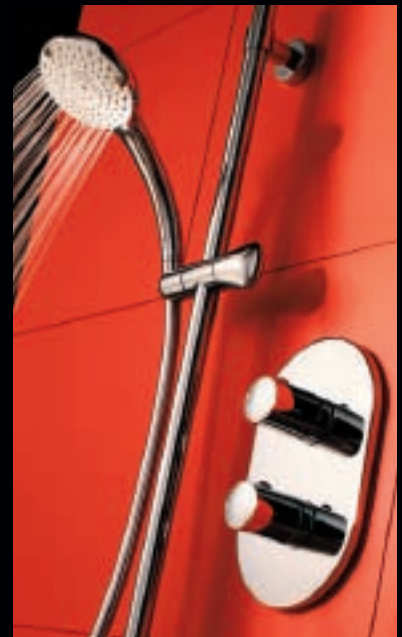
### Continuous Professional Development (CPD)

Ideal Standard and Armitage Shanks are part of the RIBA CPD Provider Network. We provide a range of sector specific CPD modules for architects and other construction and industry professionals.

### Individual Product Training Programmes

Individual product training programmes can be designed to suit your specific business requirements and can be held at our UK locations, your business or at a venue convenient to you.

We are also pleased to provide training sessions in specific product and market sectors, such as showering technology and solutions, domestic bathroom suites, commercial bathroom and washrooms, regulations and legislation relevant to our industry.



*Armitage  
Shanks*

JADO

Sottini



TREVI  
by Ideal Standard

THE Kitchen™  
WORKS

# Two Day Customer Training Seminar

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If you are involved in any area of the bathroom market, Trade or Retail, then this seminar is a must for you.

Whether you are new to the bathroom industry or just looking to update or refresh your knowledge, we are here to help you.

Delegates will learn all they need to know about bathroom products.

This will be done in a way that makes sense, that is easy to remember, and enjoyable to take part in.

Additionally a knowledge and understanding of our company, its brands, aims and objectives and the services available to our customers is included.

The entire programme reflects our total endeavour to help delegates apply their new knowledge and understanding to gain new business.

This seminar aims to help delegates to understand the range and quality of not just Ideal Standard, Armitage Shanks and Trevi brands but all of our brands and their markets.



## Programme

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**The UK Bathroom Market, Company History and Profile.**

**Ceramics, Fireclay and Fine Fireclay** manufacture, terminology, quality guarantees, applications and ranges.

**Baths, Trays and Enclosures** manufacture, terminology, quality, features and benefits, answering customer's questions.

**Market Trends** how the market changes.



**Regulations and Legislation** and how it works.

**Brassware and Showers** manufacture, terminology, quality, technology, plumbing systems and applications.

**New Products** a look at new technology and additions to our range.

**Tours at Armitage** a tour of our manufacturing facilities, which are amongst the largest and most technologically advanced in the world. At Hull a tour of our bath, tray and enclosure facilities.

## 2009 Diary Dates

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### Armitage, Staffordshire

March 24th - 25th  
May 6th - 7th  
Sept 9th - 10th  
Sept 30th - Oct 1st

### Hull

June 16th - 17th  
Nov 4th - 5th

### Contact

For further information on any of our courses or to discuss the training requirements of your business, please do not hesitate to contact your local Sales Executive or the Product Training Team on:

**Telephone: 01543 413598**

**E-mail: [producttrainingteamuk@idealstandard.com](mailto:producttrainingteamuk@idealstandard.com)**