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2020 Customer Spotlight

Stephen started in the industry at a very young age, gaining experience working for the family business, Ashford Kitchens & Interiors, founded in 1984. Here he did everything from taking in deliveries, to helping out the installers on site. As time went on, Stephen became a proficient user of the CAD software solution, 2020 Fusion.

In 2007 he began working for John Lewis Partnership. During his time there, he learned a lot from the best in customer service. Stephen re-joined the family business in 2010. In 2014 they opened a second showroom in Farnham Common, Bucks, which has been a great success. Stephen says, "This has been both the most challenging and rewarding experience of my career to date."



About the Designer

Stephen Flower

Kitchen & Bedroom Designer/
Director
Ashford Kitchens & Interiors

Favorite colour: Grey

Favorite design style: Modern,
Handleless, Gloss mixed with wood

Favorite quote: "Forget all the reasons why it won't work and believe in the one reason why it will." —*Unknown*

Working with 2020

Stephen has been using 2020 Fusion for 15 years. The company chose the software solution because it is the market-leading CAD package in Europe and comes with "good catalogues, great graphics and has an easy interface to learn." Since Ashford Kitchens & Interiors offers free design planning services complete with a full colour, computer-generated rendering, Stephen has many opportunities to design spaces using 2020 Fusion.

"It is a great visualisation tool for our customers. It gives a realistic impression of what is possible, and it is an excellent selling tool for us. We also use it for quoting and ordering which makes our sales process quicker and more accurate."

Ashford Kitchens & Interiors utilise high-quality cabinetry from leading British manufacturers and a vast range of appliances, specialised worktops, flooring, tiles and lighting. Stephen often uses the Sheraton kitchen cabinet catalogues for his designs.

Stephen has found the 2020 Fusion Customer Support to be very good. "They always get back to me quickly and more often than not, can resolve most issues or pass them on to the relevant department."

Advice to Designers

Stephen's advice to designers when considering 3D CAD tools is to not allow the CAD package to influence your design ideas. In order to do so, he recommends learning your CAD software solution inside out. "Knowing how to use the CAD software quickly and accurately can make the difference when trying to portray your design vision to your customer."

Stephen encourages designers to use their experience, knowledge and the tools at their fingertips to make the experience enjoyable and stress-free for their clients.

Learn more about Ashford Kitchens & Interiors at ashfordinteriors.co.uk or [facebook.com/AshfordKitchens](https://www.facebook.com/AshfordKitchens).

