

"The 3D renditions have always been the show stopper for us. But now, with 360° video and virtual reality currently being at the technological forefront, the introduction of the 360° panoramic view is such a strong benefit for us." — *Arran Whitehouse*



2020 Customer Spotlight

Arran has spent his working life in the kitchen and bathroom business. He started out as a trainee designer at 18, learning the fundamentals of design and technical drawing. From there he has worked in several design studios, showrooms and builders merchants covering all aspects of kitchen and bathroom design from retail customer and trade builders to multiple social housing kitchen refurbishment projects. At Anthony Sanders Kitchens he has come full circle, back in a similar market to the one he started in, catering for the retail customer designing mid- to high-end kitchens. His design talents were recently recognised when he won the 2020 Fusion Inspiration Award in the Modern Design category.

Anthony Sanders Kitchens is an independently run kitchen and bathroom showroom based in Greasby, Wirral. Founded in 2012, they class themselves as design specialists and are one of the few companies in the area that offer full turnkey projects that can include all building work. They offer a vast range of contemporary German kitchens and a bespoke hand-painted traditional range of kitchens.



About the Designer

Arran Whitehouse

Design Consultant
Anthony Sanders Kitchen
Wirral

Favorite colour:

Rotpunkt »Kashmir«

Favorite design style:

Slab High Gloss or Matt.

Favorite quote:

"Flexibility to make it distinctly yours." – *Unknown*

2020 Customer Spotlight

Working with 2020

Over the course of his career Arran has used 2020 Fusion as well as other design software packages. "2020 Fusion is by far, in my eyes, one of the best CAD packages available on the market. I have used several different packages before and I always find myself comparing them to 2020 Fusion. The versatility by which it allows you to be flexible in your designs is brilliant. The extensive range of product catalogues available means that the client gets to view their kitchen design right down to the fine detail of appliance models and graphic accessories. The attention to detail is second to none."

Arran highly values the 360° panoramas and virtual reality functionality, seeing it as a real benefit to the business. "The 3D renditions have always been the show stopper for us. But now, with 360° video and virtual reality currently being at the technological forefront, the introduction of the 360° panoramic view is such a strong benefit for us. We have a set of virtual reality goggles that we take into the client's home allowing them to visualise their new kitchen. Also, the introduction of 2020 Cloud, in keeping with current cloud technology, means that all new catalogues can be used directly without having to be downloaded, saving valuable storage space."



Anthony Sanders Kitchens uses the Rotpunkt kitchen catalogue as they are a main dealer for the German kitchen manufacturer. They tend to use Neff and Franke appliance and sink catalogues via the 2020 Cloud. And, Arran says he is also 'loving the new Smeg small appliance catalogue, featuring retro kettles and toasters, as they really finish the design off nicely!'

Advice to Designers

Arran's advice to designers is to keep it practical. "Although we love to design these kitchens of great grandeur, it still has to be practical and functional. Also, I like to put myself in the position of the installer when designing and often ask myself "How will they fit this? Will this work from an installation point of view?" Just because we can design it doesn't always mean the installer can fit it!"



Learn more about [Anthony Sanders Kitchens](#) at Anthony Sanders Kitchens or on [Facebook](#) and [Twitter](#).