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2020 Customer Spotlight

Arran has been a proud winner in the 2020 Fusion Inspiration Awards twice: first winning the Modern Design category, followed by the Kitchen category in 2018.

Arran started his career as an 'apprentice' designer for an independent retailer in Chester at the age of 18. 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. Now, almost 20 years later, he has come full circle, designing for Anthony Sanders Kitchens, a smaller independent retailer, designing and managing mid- to high-end kitchen and bathroom projects.

Anthony Sanders Kitchens is the namesake of a popular retired local kitchen designer and is the daughter company of JCT Property Services Ltd. on the Wirral — a well-established building and property maintenance firm. As a building firm, it has been established for over 20 years and the kitchen and bathroom showroom, an extension of its services, has been open 6 years. Due to its construction background, it is one of the few companies that can offer a full 'turnkey' project from start to finish, with all trades kept under its umbrella.



About the Designer

Arran Whitehouse

Design Consultant

Anthony Sanders Kitchen, Wirral

Favorite colour:

Current favourite colour is the new Rotpunkt Terra Grey with Blackline feature

Favorite design style:

I'm loving sleek, handle-less 'Germanic' stylings. Clean finishes with bold chunky wood effect framing and features.

Favorite quote:

"There are three responses to a design — yes, no and WOW! Wow is the one to aim for."

— *Milton Glaser*

2020 Customer Spotlight

Working with 2020

Over the course of his career, Arran has used various design software packages, and he says that 2020 Fusion offers the best 3D renditions available.

“The 3D renditions are incredible. That was the main selling point for us when purchasing the software. I also feel that the user interface is straightforward to use, saving time on complicated design. Plus, the easy-to-access software support was a big selling point for us.

“The choice of colour pallets, manufacturers’ catalogues and graphic design items are immense. The only restriction is your imagination; almost anything is possible to design! Since the introduction of the 360° panoramic viewing function, we have found the technology speaks for itself. Clients love the fact that they can stand in their existing kitchen wearing a pair of virtual reality goggles and envisage their brand-new kitchen before a single item has been ordered. Who doesn’t love a gadget?”

“I have worked alongside 2020 for the majority of my career and feel like they are an integral part of my working day. The back up from the software support desk is second to none, and they are always on hand to help out at short notice. Having used other software



design packages in the past, I always end up comparing them to the ever improving 2020. Without the 2020 Fusion design package we would not be able to achieve half of the designs we do.”

Advice to Designers

Arran’s advice to designers is to be imaginative and creative. “If you think your design will work and will stand out from everybody else’s design, then go for it. You’re in the driving seat, your clients trust you to give them their dream project. However, always keep your ‘practical hat’ on. Your artistic bent shouldn’t become a nightmare at installation stage. If possible, talk through your design with your installer pre-presentation to be sure that what you are proposing is feasible to install.”



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