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2020 Customer Spotlight

Despite being relatively new to designing, Paula was announced as the Experts' Choice in the 2020 Fusion Inspiration Awards 2018 – an additional category created due to the high volume of excellent entries. The judges were impressed by the varied textures and materials and clever mood lighting in her design.

Paula has spent the majority of her working life in sales and business management. She owned her own clothing store which she sold in order to fulfil her dream to travel. After five years she decided to return to the UK and explore a more creative role which led her into the kitchen design industry.

She has worked at Earle and Ginger since 2016. The design company has over 30 years' experience in designing and installing classic and contemporary kitchens, each tailor made to the customer's needs and lifestyle. Each kitchen is unique, adding character and distinction to a home. It has branches in the North West at Stockton Heath, Hale, Didsbury and Urmston.



About the Designer

Paula Bather

Designer
Earle & Ginger Kitchens
Stockton Heath

Favorite colour:

Green

Favorite design style:

All styles

Favorite quote:

“Impossible is just an opinion.” –
Paulo Coelho

2020 Customer Spotlight

Working with 2020

Paula has been working on the latest version of 2020 Fusion since it was launched and says that after viewing visuals produced from other CAD solutions, there is no comparison.

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“2020 Fusion improves the customer experience in general and makes them more likely to visualise their requirements and ultimately make the purchase! Not only are you able to design and plan, but also enhance the experience by presenting a natural, powerful and effective design experience incorporating the cloud and a massive selection of other catalogue items.”

“Additionally, the helpfulness and patience of the support and technical staff is invaluable.”



Advice to Designers

“The number one piece of advice I would give is to always listen to the customer, and then to make sure all layouts closely match their wants and needs.

Follow your instincts too and don't be afraid to think outside the box!”



Learn more about Earle and Ginger at [Earle and Ginger](#) or on [Facebook](#).