

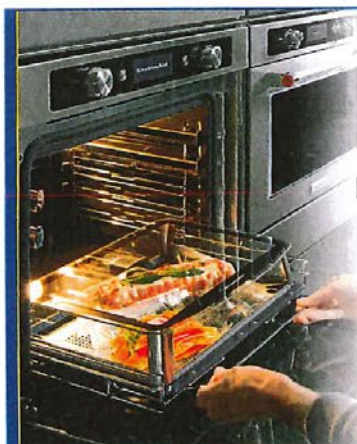
## Smart for smart's sake?



Will connected appliances be part of the IoT revolution?

Special focus inside

Stock / Pyskrodov



ICONIC DESIGN  
ARTISAN QUALITY  
PROFESSIONAL PERFORMANCE

Serious about food  
Passionate about cooking

**KitchenAid**



EXCLUSIVELY FROM



SALES HOTLINE  
03330 149 149

WATERLINE.CO.UK

# Letters

## Connected bathroom just a concept for now

THE CONNECTED bathroom concept remains just that, at present – a 'concept'.

The idea began years ago, with the introduction of digital showering and, to be fair, this did catch on, at least for a while – until nothing else in the bathroom caught up and the shower was the only digital part in the bathroom.

Digital bathing did appear feet

high and what's not to like about being able to fill a bath at a certain temperature, and quantity? But the market remained dormant.

I'd say this is down to the lack of choice from manufacturers, the apathy of some retailers, the uncertainty of consumers and the reluctance of the fitters to recommend and fit it.

I agree with Dan Cook of CP

Hart (bathroom.com, June 8) that it's all still rather gimmicky and, other than costing lots more money, it doesn't really enhance the functionality of the bathroom enough to justify that extra.

I guess all things household will be connected in the future and the next generation of consumers will start the demand, which will generate supply.



Nathan Helms, co-owner, Arte Form

## 'Antiquated' products online muddying the water

I THOUGHT Dan Cook's (CP Hart) comments on smart bathrooms (bathroom.com, June 8) were spot on. He didn't pull any punches and just confirmed what has been a widely-accepted view in the bathroom sector.

I'm sure most of the potential

purchase of bathrooms outside London and the South-East will think you need taps to fill a bath.

What I think isn't being addressed is the issue of internet sellers. This isn't sour grapes, or a dig. It's more about advertising and product exposure. They are exposing the

public to antiquated ways of showering and filling baths, and antiquated products.

Moving onwards and upwards to hi-tech products, such as Dornbracht, the price gulf seems astronomical, but it isn't really Dornbracht is a hi-tech luxury product that will last years,

and quite rightly in the luxury market, but if companies buy £200 shower collections or luxury taps, what will the public make of the price tag? How is it ever justified?

Gary Wainley, managing director, Push Bathing, Bolton

## Lack of awareness of smart tech for bathrooms

PICKING UP on the comments made by Dan Cook at CP Hart that the UK is not ready for connected bathrooms [kbbreview.com, June 8], we would broadly agree with those sentiments already expressed and they are certainly reflected in the work we do with our clients.

There is undoubtedly a lack of awareness of the technology out there and bathrooms certainly lag behind the rest of the home in terms of integrating tech. The big questions are 'what's the point?', 'how much is it going to cost me?' and 'will it just be something else to go wrong?'.

A bath that can fill itself at the touch of an icon on a smartphone is all well and good, but do customers even know this exists? And if they

do, will they see any benefit (or just focus on the potential issues) and how much is it going to cost them?

This is not to say it will never happen but, for the time being, this is a very niche area and until prices hit a level where the cost benefit is easily justifiable, it will probably remain just that.

Like all areas of our life though, the pace of technology integration is phenomenal. Only 15 years ago, you'd struggle to find cars that came with full Bluetooth and those that did were very much at the top end of the market. You'd now struggle to buy one without it and we are moving head first into the era of autonomous cars at a speed that would have seemed incomprehensible at the start of the century.

There is definite evidence out there that customers will take up new technology when there's a clear benefit and it won't break the bank. Digital, programmable showers that you can operate outside the enclosure are becoming more and more commonplace. Dual-fuel towel rails that can be run independently of the central heating in hot, summer months, even linked to smart-home thermostats, are no longer a particularly niche item.

Are we ready for a shower that we can ask Alexa to switch on as we wake from a deep slumber – probably not just yet, but it can only be a matter of time.

Steven Pepper, lead interior designer, Suna Interior Design, London

www.kbbreview.com for news, views, blogs, jobs, features and subscriptions

### Editorial



Editor  
Ian Wilson  
020 8111 2071



Deputy editor  
Sarah Wainley  
020 8111 2062



Online editor  
Sue Hilly  
020 8111 2063



Managing editor  
Andrew Jones

Design editor  
Sarah Hilly  
020 8111 2064  
020 8111 2065  
020 8111 2066  
020 8111 2067  
020 8111 2068  
020 8111 2069  
020 8111 2070  
020 8111 2071  
020 8111 2072  
020 8111 2073  
020 8111 2074  
020 8111 2075  
020 8111 2076  
020 8111 2077  
020 8111 2078  
020 8111 2079  
020 8111 2080

News Editor  
Sarah Hilly  
020 8111 2064  
020 8111 2065  
020 8111 2066  
020 8111 2067  
020 8111 2068  
020 8111 2069  
020 8111 2070  
020 8111 2071  
020 8111 2072  
020 8111 2073  
020 8111 2074  
020 8111 2075  
020 8111 2076  
020 8111 2077  
020 8111 2078  
020 8111 2079  
020 8111 2080

### Subscriptions

For advertising rates and conditions, please contact our advertising manager, Sarah Wainley, on 020 8111 2062. Email: sarah.wainley@kbbreview.com

### Advertising



Commercial Director  
Ian Wilson



Sales and marketing manager  
Sue Hilly



Account manager  
Sarah Wainley



Account manager  
Sue Hilly



Account manager  
Andrew Jones

For advertising rates and conditions, please contact our advertising manager, Sarah Wainley, on 020 8111 2062. Email: sarah.wainley@kbbreview.com

### ABC certification

ABC certification is a mark of quality and excellence. It is awarded to products and services that meet the highest standards of quality and customer service. For more information, please visit our website at www.kbbreview.com/abc-certification