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**The National Kitchen & Bath Association Releases Kitchen Technology Awareness and Usage Report**

*Study reveals a significant gap between the kitchen technology available in the marketplace and the kitchen technology that consumers currently have in the home*

**HACKETTSTOWN, NJ — (Sept. 20, 2018)**— The National Kitchen & Bath Association (NKBA), the authority on all things residential kitchen and bath, has released its first Kitchen Technology Awareness and Usage Report.

Among the key takeaways, the study found that most consumers are only using general technology in the kitchen (surfing the web, texting, emailing, looking up recipes online, etc.), even though a sizable segment of those surveyed say they’re extremely interested in integrating more technology in their upcoming remodel. The consumer barriers were perceived cost, lack of knowledge of the benefits of kitchen technology, cyber security concerns and uncertainty over incompatibility with other home and mobile devices.

The survey also revealed that only one-third of designers always or frequently recommend technology in their kitchen designs. This is owing to a few factors, including their own confidence in understanding the vast array of available tech and concerns about overwhelming a budget-conscious client.

“Smart-home technology, particularly in the kitchen and bath space, is growing exponentially,” said Bill Darcy, NKBA CEO. “The technology can be complex, and often requires specialized skill sets to plan, design and integrate it properly. The study helps identify the gap between awareness and actual use of these new technologies, and helps our members recognize growth opportunities and how to overcome consumer hesitancy.

“NKBA endorsed the recent CEDIA Expo, participating in the Design Connection tours at the show, with integrators and designers exploring the show floor together,” he continued. “This is a key way we’re encouraging our designers to collaborate with tech integrators to ensure they deliver thoughtful, well-executed projects to their clients.”

The NKBA surveyed 198 designers and 301 consumers in July 2018. The consumers chosen for the study were planning to remodel their kitchen in the next 24 months and considered themselves to be  moderate or frequent users of technology.

The report is available for purchase at nkba.org. Members receive discounts. To obtain a copy of the full report or an executive summary, go to [nkba.org/store.](https://store.nkba.org/collections/research/products/nkba-kitchen-technology-awareness-and-usage-report)

**About the National Kitchen & Bath Association and the Kitchen & Bath Industry Show**

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design & Construction Week® (DCW). With nearly 14,000 member companies representing tens of thousands of members in all segments of the kitchen and bath industry, the NKBA has educated and led the industry since the association’s founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, marketplaces and networks. For more information, visit NKBA.org or call 1-800-THE-NKBA (843-6522).

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