



News Release – Acquisition of Carron Bathrooms by Brand K Group

Brand K Group acquires Carron Bathrooms

4th April 2025

Brand K Group, one of the UK's largest privately-owned supplier of radiators and bathroom equipment to independent merchants and showrooms, has acquired Carron Bathrooms, the UK's leading manufacturer of baths and home of the patented Carronite™ bath reinforcement system. The acquisition is Brand K Group's ninth UK acquisition and follows its recent openings of both a dedicated shower enclosure production facility at Kartell China Ltd in Qingdao and Just Trays EU S.L., a shower tray production facility based in Almassora, Spain, set to increase the Group's production capacity and pan-European market share.

Carron Bathrooms, based in Falkirk, Scotland operates from the historic Carron Works, with a history dating back to 1759. In common with other group businesses, Just Trays, MX Group and Paladin Radiators, Carron is part of the Made in Britain campaign. The business controls every part of its production process and all baths are hand finished on site, whilst offering market-leading product guarantees underlining the quality of its range. Innovation in design is at the core of Carron's process, with the Carronite™ bath reinforcement system just one example.

The business has been acquired from long-term shareholders John Hewitt and David McMorrine, whilst the senior management team including Managing Director James McMorrine, Operations and Finance Director Jane Miller and Technical Director Gavin White, will remain in place to continue to lead and grow the business, with David McMorrine's on-going support as a board consultant. Kartell UK, the distribution division of the Brand K Group, will partner with Carron moving forwards as a key distribution partner, offering the support of its UK-wide next day delivery fleet.

Brand K Group, which is based in Bedford with operations in Wigan, Leeds, Willenhall, Hull, Tewkesbury, New York, Qingdao and Almassora was established in 2008 by Alex Norford. It now employs more than 750 people and turns over in excess of £170m. Kartell UK was the first company in the group and remains the largest, distributing radiators and bathroom fixtures and fittings under the K-RAD and K-VIT brands, however since 2019 the group has acquired a series of UK-based manufacturers in addition to Carron Bathrooms, including Just Trays, Vogue UK, Summerbridge, MX Group and Paladin Radiators.



Alex Norford, CEO of Brand K Group, said: **“Bringing Carron Bathrooms into the Brand K family is another exciting development for our business. This follows the recent opening of our new facilities in China and Spain as part of our ambition to become UK market leaders and grow further our European market share. Carron has an exceptional reputation within the UK industry for the quality of its products and everyone at the group is looking forward to welcoming the team and partnering with them to grow and develop the company further. As a group we now offer a one-stop solution across bathrooms and radiators from our stable of British brands.”**

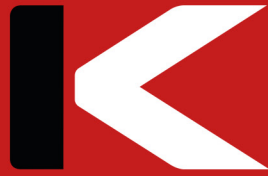
David McMorrine, Director of Carron Bathrooms, said: **“As custodians of a business steeped in history, allied to industry-leading quality products, John and I feel truly gratified to have found an excellent new home for Carron Bathrooms. We are very optimistic for the future of the business with the support of Alex and the Brand K team and would like to thank everyone at Carron for their dedication and skills, which both make the business what it is and have helped it to reach this stage in its journey. We look forward to its continued success into the future.”**

Harry Walker and Daniel Chouciño from the Midlands office of Dow Schofield Watts provided corporate finance support to Brand K Group. Harry Walker, partner, has also advised Brand K on eight previous acquisitions. Harry said: **“Helping bring together a business with the unparalleled heritage and reputation of Carron Bathrooms, with the UK’s fast-growing distribution platform the Brand K Group is a great privilege. We’re also delighted to play a small role in supporting British manufacturing, as well as adding to our growing track record of advice to owners and managers executing transactions in the built environment and KBB markets.”**

A team from Fladgate led by Cem Usten and Ravi Goonesena provided legal advice to Brand K, with financial due diligence provided by a team led by Paul Kithoray of Cortus Advisory. The shareholders of Carron Bathrooms were supported by a legal team from Thorntons, with corporate finance and tax advice from Saffery Champness.

Shawbrook Bank provided Kartell with finance for the acquisition and were advised by a team from Shoosmiths LLP.

ENDS



KARTELL^{UK}

KARTELL^{CN}



PALADIN
CAST IRON RADIATORS



VOGUE UK
TOWEL WARMERS & RADIATORS

 **carron**

JT^{eu}

MAX
Group



AQUALOX
— Est. 1979 —


Summerbridge