



UNDER NEW OWNERSHIP

JULY 30, 2022

Joyce Kitchens has been running under new ownership since February 2022 when industry expert of 35 years, Dawn Metcalfe, took over the reins.

Having always aspired to run her own kitchen and home renovation business Dawn saw the opportunity this year to bring the Joyce Kitchens Retail operation under her stewardship and the purchase successfully went through on February 7th, 2022.

As the new Managing Director, Dawn said she and her team had been busily working with new clients to help transform their homes into inspired spaces that look great and most importantly, function well.

Dawn retained three of Joyce Kitchens' top designers who are highly experienced in kitchen and bathroom design and are focused on achieving the best outcomes for their clients.

The team's expertise flows right through to their Contracts Manager David Burton, who has a career background in building and design and is an expert at problem solving and making sure all contracts cover off every aspect of the design and outcome.

"Since February we have worked with many happy clients who have been thrilled with the transformation of their kitchens. It's always such a pleasure to see how changing the hub of the home can make such a difference to people's living environments and how they function within them," Dawn said.

Although the building industry has been under pressure since COVID-19 began in 2020 with more people spending money on their homes, the industry had evened out in recent months.

"COVID has definitely impacted the building industry and everyone has been having to adjust with supply issues and labour demands," Dawn said. "However, since I have taken over, I feel we have the right balance with our relationships with suppliers and the licensed tradespeople we are working with.

"Unfortunately, the manufacturing and construction side of the Joyce Kitchens business was substantially impacted by COVID as a result of ongoing price increases in labour and materials, labour shortages and supply chain issues which led to the decision by the former owner to sell the Joyce Kitchens Retail business at the start of the year and work towards completion of its remaining client contracts over the last 6 months.

"I have been encouraged that the core retail side of the business has been able to successfully trade throughout COVID with increasing demand for home renovations and this is a testament to Joyce Kitchens longstanding history in the Perth market.

“We knew there was going to be an adjustment when the borders opened with people starting to spend more on travel, however we have had a surge of enquiries in the past three weeks so we are still finding the market very buoyant.

“We look forward to this positive and exciting new chapter for Joyce Kitchens.”

ENDS

For further information contact Dawn Metcalfe on 0439 491 025