

# First-ever global conference for TREND Transformations

FOR IMMEDIATE RELEASE

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2017 has seen a number of firsts for the recently rebranded home renovation franchise, TREND Transformations® and its growing network of franchisees. Along with marketing bathrooms in addition to kitchen renovations, for the first time ever the usual UK franchise convention was paired down so franchisees could take the time out of their businesses to join a much larger global conference in Rome.

The theme of this inaugural global convention was ‘Elevate to Inspire’. Danny Hanlon, Global COO, explained, “It centred around raising our game to a more important and more impressive level. Franchisees left Italy with a much greater understanding of our heritage and with renewed inspiration for what the future holds for all of us, as our very own transformation gathers pace.”

The conference programme covered new thinking in the retail landscape, highlighting the strategies used by high-growth franchisees, and the latest product and technological developments. It was UK franchisee, Matthew Bird, and UK Design Director, Steve Fury, who shared top tips on bathroom sales and tapping into the bathroom renovation market.

Andrea Di Giuseppe, Global CEO of TREND Transformations, hosted the an evening of special recognitions at part of a gala dinner set in the beautiful gardens of the A.Roma Lifestyle Hotel in Rome. Three of TREND’s UK franchises received awards:

Steven Leech & Darren Cribb – Excellence in Sales Growth

John & Becca Willy – Excellence in Health & Safety

Martin Sando – Excellence in Community Activism.

Dug Aylen, Franchise Recruitment Manager, explained how new franchisees would now be introduced to the heritage of TREND Transformations, “As part of the discovery process, prospective franchisees will be taken to tour the original Orsoni factory in Venice and the Trend Villa in Vicenza.”

-Ends-

Editor’s notes:

If you’d like to visit the new showroom, please contact Sally Anne Butters:

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Images available:

Matthew & Steve on stage

Touring the Orsoni factory

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## About Trend Transformations

[www.trend-transformations.com](http://www.trend-transformations.com)

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### Images:

1. <https://journalink-static.s3.amazonaws.com/releases/ca37867fde06d9b12ae282a5a7090e5c.jpg>

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