

Media Release

hipages.com.au and IKEA make kitchen installation easy and stress free

SYDNEY, Australia, October 8th, 2013: Leading online technology company hipages.com.au announces that it has partnered with global brand IKEA in Australia to provide a value-add service that will help IKEA-owned store customers' purchase and install kitchens with greater ease and speed.

hipages.com.au is the largest service-finding business in Australia specialising in home improvements with just under one million visitors to their site each month. hipages.com.au innovative service enables you to find the right tradesman in minutes, saving both time and money. hipages.com.au has an extensive network of builders, electricians and plumbers with over 30,000 jobs being booked through the site each month.

From today when an IKEA- owned store customer buys a kitchen, they are offered hipages.com.au streamlined, fast online service to find the right tradesman to install their kitchen. The innovative service asks customers to specify their needs after which, hipages.com.au searches its database to find the best match for the IKEA customer's demands, location and budget. The service also utilises customer questionnaires to power their feedback engine that ensures its customers deal with quality tradesmen. By using the home improvement online service, IKEA customers are directed to the highest quality and most suitable supplier for their needs. hipages.com.au also provides comprehensive support to address any customer queries or concerns. At any time the customer can message, call or chat to resolve service or supplier issues.

CEO of hipages.com.au David Vitek says, "We are proud to be the best-of-breed service selected by IKEA Australia. IKEA is the world's leading home furnishing company. This partnership with IKEA stores on the east coast of Australia gives us the opportunity to introduce our service to a wider market and is a great vote of confidence in our ability to provide fast access to qualified trades and professionals. As a leading tech innovator, hipages.com.au is committed to providing optimum services. Working with data scientists, we continue to study and improve how to connect a customer to the most appropriate tradesperson. You don't need to make 20 phone calls to tradespeople to fit your kitchen, with hipages.com.au we ensure they call you and you can find the right tradie in under 30 minutes."

Commenting on the partnership, Angela McCann, IKEA Australia PR Manager says, "We chose to partner with hipages.com.au because of the infrastructure they have built to make the difficult process of finding a good tradesperson easy. . Our partnership with hipages.com.au provides a value-add service for our customers', enabling them to select tradesmen and manage the installation process of our kitchens in their homes

hipages.com.au is the 'most visited website' in Australia in the building and construction industry since 2008. hipages.com.au won the Deloitte Technology Fast 50 Award in 2010 and the *BRW* Fast 100 Award (in 2009 and 2010)and a BRW Best Places to Work Award.

Since launching in 2004, hipages.com.au has become the country's largest service-finding business that specialises in home improvements. With a network of over 38,000 suppliers, the innovative tech company offers customers streamlined access to the best services and tradesmen in the industry.



The new partnership between will connect IKEA Australia customers to hipages.com.au broad network of suppliers, making the kitchen purchasing experience easy and stress free. The hipages.com.au service is available throughout IKEA stores in NSW, Victoria and Queensland.

Link to hipages service at IKEA:

http://www.ikea.com/ms/en_AU/customer_service/get-quotes/?icid=au|iba|20130917|86

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About hipages.com.au

hipages.com.au is the largest service-finding business in Australia specialising in home improvements with just under one million visitors to the site each month. With a network of over 38,000 suppliers, hipages.com.au offers customers streamlined access to the best services and tradesmen in the industry. Boasting an extensive directory of builders, electricians and plumbers, hipages.com.au engages a broad spectrum of home renovation needs. Today hipages.com.au finds tradespeople for over 30,000 jobs each month. Since being established in 2004, hipages.com.au has been recognised for a number of awards, including the Top 50 BRW Best Places to Work: 2009, 2010 & 2011 BRW Most Innovative Companies: 2012 ,BRW Fast 100: 2009 & 2010 ,Deloitte Technology Fast 50 Australia: 2008, 2009 & 2010 ,BRW Fast Starters: 2007, 2008 & 2009.