

KINSMAN



Kinsman is back on The Block in 2023.

As the official sponsor of kitchens, pantries, laundries, and wardrobes on the new season of The Block.



14 AUGUST 2023. Australia's favourite renovation TV show, The Block, is returned to our screens on Sunday 6 August 2023, and Kinsman is proud to announce that we are once again the official sponsor of the amazing kitchens, pantries, laundries, and wardrobes produced this season.

Along with our trusted partners The Good Guys, Silestone Designed by Cosentino, and Hafele; viewers will have front row seats to seeing how Kinsman's range of high-quality and stylish cabinetry, handles, internal accessories, and storage solutions, paired with the best in appliances and benchtops, can transform your home.

Celebrating its 19th season, The Block is back in Melbourne, in the family-friendly suburb of Hampton East. Located on Charming Street, this season is set to be fairy tale of inspiring interior design with a sprinkling of drama! Five teams of Blockheads have been tasked with transforming five 1950s houses into modern family homes and Kinsman is ready to help them succeed!

Central to the Cinderella-level transformations of the five homes are the kitchens, pantries, laundries, and wardrobes that Kinsman delivers alongside the teams. At the forefront of modern Australian design, Kinsman will guide the Blockheads through the creative design process to deliver beautiful and innovative kitchens that will be the heart of each home. These are complemented by the amazing storage solutions within the stylish laundries and wardrobes. Combined, all these spaces will add incredible value to each house to help get the best results on auction day.

"We are so excited that Kinsman is back on yet another season of The Block and we can show Australia our newest ranges and designs created specifically for the Australian lifestyle, says Tracy Smedley, Kinsman's Chief Growth Officer. The rooms this year are fresh and unique, and I think the viewers are going to be inspired and really enjoy seeing the creative process of them coming together. We are moving away from the traditional Hamptons style which has been popular for the past few years and bringing new textures, colours, and storage trends into our ranges which has brought fresh choices to the contestants."

"We have had a uniquely long held association with The Block— our designers and suppliers work closely with the contestants to bring their ideas to life, and we are very proud of what we can achieve with our locally-produced product in such tight timeframes., she continues. We are looking forward to sharing the new ranges and bringing them to life across our digital platforms, showrooms and of course in our customers' homes!"

Tune in to The Block, from 7pm every Sunday night and 7.30 on Mondays, Tuesdays and Wednesdays on Nine and 9Now! Follow Instagram: @kinsmangroup @thegoodguysau @cosentino_au @hafelehome @theblock

*For more information on Kinsman, or for more hi-res media images please contact:
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