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**The National Kitchen & Bath Association and High Point Market Authority  
Announce Strategic Alliance Partnership**

*The industry-leading organizations announce a long-term partnership designed to enhance service to the design community through custom experiences, brand connections and industry education*

**Bethlehem, PA** – (May 14, 2025) –The National Kitchen & Bath Association (NKBA | KBIS), the world’s leading trade association for the kitchen and bath industry and owner of the Kitchen and Bath Industry Show (KBIS), today announced a strategic alliance with the High Point Market Authority (HPMA), the official sponsor and organizer of High Point Market, the world’s largest home furnishings trade show held every April and October in High Point, N.C. This partnership marks a convergence of the kitchen and bath sector with the furnishings industry, expanding both organizations’ influence among the design community and growing focus on the whole home.

"Our partnership with High Point Market Authority represents a powerful alignment between two organizations committed to inspiring, empowering, and supporting the interior design community," said **Bill Darcy, Global President and CEO of NKBA | KBIS**. "At NKBA, we’ve seen kitchen and bath design trends expand their influence across the entire home, driving new ideas and inspiration for the broader interiors industry. Through this alliance with High Point Market Authority, we’re excited to share NKBA’s unique brand experiences, educational resources, and foster business-driving connections that add value to the design community as a whole."

"High Point Market is the platform by which the future of our industry is tested, tried, and solidified. It’s where the principals connect and the changemakers push. It is a biannual convergence of the best and brightest in our industry," said **Tammy Covington, President and CEO of High Point Market Authority**. "The conversations that happen here lay the groundwork for the years ahead. There have always been elements of kitchen and bath here in High Point, but this alliance with NKBA will allow us to bring it forward, to highlight it, and to serve the industry in new and exciting ways."

The NKBA’s first presence at High Point Market was in 2018 when they offered members a day and a half long event blending Market tours with conference-style education. They returned again last October with "The Tent," which played host to educational programming led by kitchen and bath designers and manufacturers. In partnership with HPMA, the two united in NKBA’s mission to deliver cutting-edge trend analysis, valuable educational resources, and innovative product showcases—all aimed at empowering designers and their businesses to thrive. Most recently at Spring Market, NKBA hosted a panel at The Point with leading designers Michel Smith Boyd and Sharon Sherman discussing emerging trends in kitchen and bath design. As the kitchen opens up to the whole home and bath spaces expand, sharing industry knowledge is critical to supporting designers both well-versed in and new to kitchen and bath design.

"As the owner of an interdisciplinary design firm, I understand the importance of integrating kitchen and bath into the High Point conversation," said **Christi Barbour, Chair of the High Point Market Authority’s Board of Directors** and founder and partner of Barbour Spangle Design. "Designers have long looked to High Point for education, inspiration, and innovative products. Having NKBA here to spotlight the

opportunities in the kitchen and bath space—and to connect designers with new brands and partners—is both exciting and a natural evolution of what High Point offers to our design community."

**Kerrie Kelly, Vice Chair of the Board for NKBA** and CEO + Creative Director of Kerrie Kelly Studio added, "Designers today are shaping experiences across the entire home, and that holistic view demands collaboration between all facets of the industry. NKBA's partnership with High Point Market Authority underscores the Association's commitment to helping designers navigate new opportunities in kitchen, bath, and beyond — bringing inspiration, innovation, and valuable connections to the forefront at every turn."

By solidifying a long term partnership, NKBA and HPMA combine forces for the overall success of the design industry. Together, they offer unique educational programs, inspire innovation, and deliver on the goal to ensure support for the design community throughout the whole home. As part of the partnership, NKBA will offer its valuable research and expertise to the design community at High Point Market with an expanded presence at Fall Market.

"We're proud to bring our partnership with High Point Market Authority to life at the upcoming Fall Market to highlight new and exciting brands through elevated, immersive experiences," said **Heather Shannon, Senior Vice President, Marketing & Communications, NKBA | KBIS**. "I look forward to reconnecting with and reaching new designers through our activations that showcase the latest innovations and inspiration for the home, rooted in kitchen and bath, but expanding well beyond."

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#### **About NKBA | KBIS**

NKBA | KBIS is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS). With 55,000 members in all segments of the kitchen and bath industry, the NKBA has informed, educated and supported the industry since the association was founded in 1963. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through community, professional certification and learning, and events. For more information, go to [NKBA.org](http://NKBA.org) or call 1-800-THE-NKBA (843-6522). KBIS® and NKBA® are registered trademarks of the National Kitchen & Bath Association.

#### **About the High Point Market Authority**

The High Point Market Authority is the official sponsor and organizer of the High Point Market in High Point, N.C. Featuring an extensive selection of exhibitors spanning every category, style, and price point, and attracting tens of thousands of visitors from more than 100 countries twice each year, High Point Market is the driving force of the home furnishings industry. Find High Point Market online at [highpointmarket.org](http://highpointmarket.org), and follow on social media using the hashtag #HPMKT.