

Press information



Preview of the LivingKitchen 2015 in Cologne (Hall 4.1, Stand C21)

Häcker Kitchens invites customers to the LivingKitchen

Häcker Kitchens will be welcoming its visitors to the LivingKitchen – taking place at the Cologne trade fair centre between January 19 and 25, 2015 – with an open, inviting stand concept. At its attractive stand in Hall 4.1/C21, the company will be exhibiting a total of six kitchens, three respectively from the systemat and classic programmes.



“We will once again be shifting the focus to our high-end systemat product line with architecturally-sophisticated kitchens with stone veneer, high-gloss lacquer and real wood veneers: on the one hand, as the presentation of systemat’s contemporary design and the improved functions of its pull-outs, drawers and carcasses will continue to be one focal point at the show and, on the other hand, because we are exhibiting at an international trade fair and systemat is very clearly predominantly an export product”, explains Andreas Möller, Director of Export Sales at Häcker Kitchens.



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At its in-house trade fair held in the autumn of 2014, Häcker Kitchens presented the entire portfolio of its first own fitted appliance range under the well-known Blaupunkt name. For those who still remember the separate, generous space, it will come as no surprise that Blaupunkt will be a further important highlight during the LivingKitchen trade fair, particularly in view of the fact that Häcker Kitchens received excellent orders from Germany, Austria, France, Netherlands and Sweden following the in-house trade fair. “At the LivingKitchen show, we are conscious that we are trying to raise awareness from customers in other countries in which Blaupunkt is not available to date. After the trade fair, we will therefore be checking whether we will be able to take a step further with Blaupunkt and hence tap into a new market”, explains Marcus Roth, Director of Sales for Germany and Austria. “Fundamentally, however, our most important motivation is to convince visitors to the LivingKitchen trade fair with a highly-motivated team, a hugely-attractive stand concept and six outstandingly-designed kitchens at the trade fair.”



About Häcker Kitchens

The owner-run family company Häcker has been manufacturing modern fitted kitchens at its site in Rödinghausen, east Westphalia – the home of the German kitchen furniture industry – since 1965. In 2013, more than 1,100 employees generated a turnover of 391 million euros, with exports currently accounting for around 38 percent of sales. The development of the company is characterised by continuous growth and future-oriented investment. Currently, more than 60 countries spread across all continents are supplied with “Made in Germany” kitchens. The specialised trade has two product lines available for the various market segments: classic and classicART for the entry level and systemat and systematART for the middle and upper price segments.

Press contact

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Caption

Häcker Kitchens will be welcoming its visitors to the LivingKitchen – taking place at the Cologne trade fair centre between January 19 and 25, 2015 – with an open, inviting stand concept. At its attractive stand in Hall 4.1/C21, the company will be exhibiting three kitchens respectively from the systemat and classic programmes. Furthermore, the company's first own range of integrated appliances under the well-known Blaupunkt name will be a further important highlight during the LivingKitchen trade fair.



Haecker_Messestand_Modell



Haecker_Anzeige_Balupunkt



Haecker_Moeller



Haecker_Roth

The picture material can be accessed by clicking on this link:

http://bit.ly/HACKER_PreviewLK