

Showroom relaunch, catalogue redesign, investment

### Breaking new ground: the 2013 in-house trade fair

The in-house trade fair will be taking place for the 13<sup>th</sup> time at the Panorama Business Center, which was opened by Häcker Kitchens in 2001. However, this year the more than 6,000 trade fair visitors from September 4 to 20, 2013 can expect the very first surprise upon entering the lobby area: invitingly, a red carpet shows the way to the redesigned entrance area, where fragrant flowers provide an atmospheric ambience. "The 'Tradition meets Emotion' motto underlines the conceptual approach that Häcker Kitchens is bringing closer to our clientele in an even more personal and authentic manner", explains Managing Director Jochen Finkemeier.

The entrance area provides a small pre-taste of the subsequent tour of the showroom. As in previous years, the tour leads visitors from the attractively priced classic/classicART product line through to the design-oriented systemat/systemat-ART range. The new exhibition space is primarily aimed at appealing to the senses. This is broken up by various lounge



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areas and leads through to the newly created 'art room', which is where Häcker Kitchens shows off its experimental side for a change. And all this with designs with extraordinary colours and shapes – including the themes 'Light Explosion', 'Screwed and Twisted' and 'Conveyor Belt Kitchen'.

In keeping with the 'Tradition meets Emotion' motto, the new showroom will also be making reference to the history of the company. In a newly created area, the history of Häcker is also clearly depicted using a time bar – an area that will be retained following the conclusion of the in-house trade fair.



### Catalogue redesign

In addition to the new showroom, Häcker Kitchens will also be revising the design and style of all catalogues. For this reason, the catalogues for the classic/classicART and systemat/systematART product ranges will not be available at the trade fair, but will be launched at the end of the year, as the photo-shoot – which in part involves external locations – will take place after the fair. The website will also be reworked at the same time.



## Production and logistics

Currently, comprehensive modernisation measures are being carried out at all plants, including Häcker investing around 10 million euros into its work surface and carcass production facilities, among other things.

The company has also invested in its fleet of vehicles to ensure that retailers can – despite constantly rising order volumes – continue to receive the customary perfectly organised logistical processing of their goods: new trucks and semi-trailers will expand the fleet to a total of 62 trucks and 130 trailers.

## **About Häcker Kitchen**

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 2012, approximately 1,100 employees generated a turnover of 383 million euros, with exports currently accounting for around 40 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

The in-house trade fair will be taking place for the 13<sup>th</sup> time at the Panorama Business Center, which was opened by Häcker Kitchens in 2001. However, the more than 6,000 trade fair visitors this year will be treated to a completely redesigned exhibition with an exciting tour between September 4 and 20, 2013. Häcker Kitchens will also be revising the design and style of all catalogues at the same time.



Jochen\_Finkemeier



Haecker\_OurCompany



Haecker\_AV3020\_Ozeanblau



Haecker\_Historie



Haecker\_Ausstellung