

## Press information

Acrylic glass front panels and country house look now also available in the entry-price segment

### The 'classic' product range now with new designs and colours and in uncompromisingly high quality

The fact that quality comes as standard at Häcker Kitchens and is not a costly extra is once again demonstrated with two technical innovations that are being unveiled at the in-house trade fair in September 2013: from the beginning of 2014, the entire classic/classicART segment will be equipped with Sensys hinges from Hettich at no extra cost. With their invisibly integrated cushioning, they offer the highest level of comfort and superlative functionality. The doors close with a light flick of the wrist – evenly and silently. Furthermore, the optimised height and depth adjustment of the hinges ensures a perfect gap alignment.

At the same time, all drawers in the classic/classicART product ranges will be fitted with a modern rectangular rail as standard. Optionally, the drawers can also be equipped with a glass top section, visually fulfilling every conceivable wish.



### **Acrylic glass front panels for smaller budgets**

Häcker Kitchens is causing a small furore with the launch of the new 'Saphir' range. This is the very first design in the attractively priced classic segment that is available with high-end acrylic glass front panels. This material impresses both visually and in terms of its quality and workmanship and is therefore a true alternative to 'real glass front panels'. The style of this kitchen is modern and architectural, perfectly harmonising with any furnishing concept. Saphir is available in radiant white or a delicate shade of magnolia.



### **Trendy country house style**

Country-house-style kitchens create a cosy atmosphere and therefore cater to the increasing merging of kitchen and living spaces. On the occasion of its in-house trade fair, Häcker is expanding its attractively priced 'classic' segment to include two country house designs. With these additions, the company now offers kitchen designers programme alternatives in all price categories – from the entry level to mid-price all the way through to premium.

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The character of the Oxford range with its striking frame is a linear Shaker style, which dispenses with decorative elements. The front panels are lacquered onto an ash structure and are available in nine different colours. Country house elements including pilasters, plate racks and arcade cabinets permit the creation of classically elegant kitchens.



Texel, the second country house design, comes in Cashmere and Magnolia. With its delicately profiled coffered front panels, it radiates romantic cosiness without appearing to be too playful. As the name suggests, the style of this kitchen is oriented towards an aesthetic that is hugely popular, particularly in the Netherlands.



Further front panel additions to the classic product range are available in the Silk grey oak, Polar white and Night blue colourways. Last, but by no means least, Häcker – which added handle-free kitchens to its programme exactly ten years ago – now offers virtually all smooth front panel ranges in a handle-free variant in its classicART line.

## **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

On the occasion of its 2013 in-house trade fair, Häcker Kitchens is expanding its classic range to include three entry-price designs. The Oxford country house design has sleeker, coffered front panels and comes in a linear Shaker style. With its delicately profiled front panels, the second country house design – Texel – radiates romantic cosiness. Häcker Kitchens is causing a small furore with the launch of the new 'Saphir' range – the first classic design with high-end acrylic glass front panels. From the beginning of 2014, the entire classic/classicART segment will also be equipped with Sensys hinges from Hettich at no extra cost.



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Haecker\_Reiling\_Glasaufsatz



Haecker\_SaphirGL\_Weiss



Haecker\_Oxford\_Magnolie



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