

Lots of new colours and 29 new front panels

### Häcker Kitchens further expands its systemat product range

As a large German kitchen manufacturer, Häcker offers its retail partners a broad assortment for maximum planning flexibility. To this end, the systemat/systematART product ranges represent the programme segments starting in the mid-price range and extending into the premium price range. At the in-house trade fair in September 2013, Häcker Kitchens will be presenting three completely new front panel ranges and eleven front panel additions and hence now offer a total of 133 variants in the top segment.

The elegant AV 5020 is characterised by its timeless, minimalist style, which is particularly defined by the matt-lacquered surfaces. A delicate frame provides the front panels with their specific charm. This design is available in the following eight colourways: Polar white, White, Magnolia, Cashmere, Light grey and Basalt grey as well as Agate blue and Night blue.

In the entry-level category, the new AV 3020 design débuts high-gloss lacquer for the systemat product range. This linear



## Press information

design with its all-round moulded edge and what is known as the invisible gap is now available from price category 3 upwards. The AV 3020, which also comes in a handle-free variant, is available in seven colours, including the extraordinary Metallic ocean blue, Metallic cubanite and Metallic carbon colourways.



The third new product in the systemat range is the AV 2080, which is based on the successful AV 4080 with aluminium edge launched last year. Here, the design of the moulded edge has been changed, which is the same colour in the case of the AV 2080. With the Salento grey beige, Natural concrete and Tessina colourways, Häcker is further pursuing the stone-look trend.



In addition to these new designs, there are also new colourways for existing ranges; for example for the AV 5090 glass front panel. This kitchen, with its exquisite surfaces made from 3-mm-thick safety glass, is now also available in two extraordinary metallic shades – Gold bronze and Silver-grey – additionally underlining the design orientation of this top range.



Furthermore, the quality of the edge and the bonding has been improved.

### **Exquisite design with high-end inner workings**

But kitchens from Häcker do not only excel in terms of their look, they also stand out above all with regards to their excellent finish with high-end components: since August 2013, all systemat designs have been equipped with high-end Sensys hinges from Hettich at no extra cost. With their integrated cushioning, these hinges close doors evenly and silently, while their optimised height and depth adjustment also ensures a perfect gap alignment. Hence, they offer exactly what makes Häcker Kitchens so unique: functionality, comfort and aesthetics.



## **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**

For further information, please contact Karsten Bäumer, Head of Marketing for Häcker, or our PR agency GOOS COMMUNICATION.

Häcker Küchen GmbH & Co. KG

Mr Karsten Bäumer – Head of Marketing

Telephone: +49 (0) 5746/940-297, Fax +49 (0) 5746/940-8297

E-mail: [kbaeumer@haecker-kuechen.de](mailto:kbaeumer@haecker-kuechen.de)

## **GOOS COMMUNICATION**

Ms Irin Rodatz/Mr Florian Goos

Dorotheenstr. 56, D-22301 Hamburg, Germany

Telephone: +49 (0) 40/284 1787-50, Fax: +49 (0) 40/284 1787-60

E-mail: [i.rodatz@goos-communication.com](mailto:i.rodatz@goos-communication.com)

[f.goos@goos-communication.com](mailto:f.goos@goos-communication.com)

## Caption

At the in-house trade fair in September 2013, Häcker Kitchens will be presenting three new front panel ranges and hence offers a total of 133 variants in the top segment. For example, the company will be unveiling the elegant AV 5020 with matt-lacquered surfaces. A delicate frame gives the front panels their charm. In the entry-level category, the new AV 3020 design débuts high-gloss lacquer for the systemat product range. The third new product is the AV 2080, which is based on the successful AV 4080 and comes with a moulded edge of the same colour.



Haecker\_AV5020\_Nachtblau\_AV7051Canyon



Haecker\_AV3020\_Basaltgrau



Haecker\_AV1090GL\_EicheNatur\_AV3020\_Cubanit

# Press information



Haecker\_AV2080GL\_BetonNatur\_AV3020\_Cubanit



Haecker\_AV5090\_Silbergrau



Haecker\_Sensys