

2013 annual statement

## Häcker Kitchen developing positively

German kitchen manufacturer Häcker concluded 2013 with total sales of 391 million euros, which represents an increase of around 8 million euros compared to the previous year. Domestic sales totalled 62%, a rise of 2 percentage points compared to the previous year, while exports were around 38% of total sales, falling 2 percentage points.

Upon announcing the business figures for 2013, Managing Director Jochen Finkemeier emphasised: “Overall, we are satisfied with our business results, particularly in view of the general economic situation. Because in comparison with the German kitchen furniture industry as a whole – where sales fell by 0.37 percent in the first three quarters of 2013 – we were able to generate positive figures.” Marcus Roth, Director of Domestic Sales, agrees with him: “Our primary business objective is to achieve sustainable and profitable growth – and we once again succeeding in doing just this in 2013. It is for this reason we must also praise the entire Häcker team for their commitment and hard work.” In 2013, Häcker manufactured



## Press information



150,000 kitchens in the East-Westphalian town of Rödinghausen, comprising around 1.5 million carcass components in total.

For the coming year, Häcker anticipates a stable German market and further impetus to exports as a result of the Eurocucina trade fair in April 2014. "Above all, we see a strengthening of our non-domestic growth in those markets in which we have restructured our sales organisations, such as Asia and eastern Europe, for example", explains Andreas Möller, Director of Export Sales.



In terms of product development, 2014 will once again be a very challenging year, as Häcker will be presenting its exciting innovations at a total of three trade fairs within a period of just ten months: Firstly, at the Eurocucina in April, then at the in-house trade fair in September and finally there is also the involvement in the LivingKitchen three months later, an event that takes place in Cologne in January 2015. To be able to serve the trade to the best possible extent, Häcker is intensively pursuing such topics as quality, reliability and sustainability.

## Press information



'PURResist' PUR bonding in particular will in future be more strongly communicated as a decisive quality argument.

## 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 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

German kitchen manufacturer Häcker concluded 2013 with total sales of 391 million euros, which represents an increase of around 8 million euros compared to the previous year. Domestic sales totalled 62%, a rise of 2 percentage points compared to the previous year, while exports fell by 2 percentage points, totalling around 38%.



Haecker\_Finkemeier



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