

EuroCucina 2014: New products in the systemat product line

Refined character in the premium segment

At the EuroCucina 2014, Häcker Kitchens will be placing the spotlight on presenting the designs from the systemat product line, as the high-end designs enjoy particularly strong demand in countries outside Europe. The minimalist white trade fair stand will play host to a new front and several new colourways. Furthermore, the new diversity of designs for carcasses and drawers will be showcased, with which the systemat range is able to better cater to the demands of the premium segment and distinguish itself markedly in terms of its appearance. In addition to this, Häcker will be presenting a filigree and contemporary look for pull-outs and drawers.

More carcass colours and new drawers for all designs

At the EuroCucina trade fair, Häcker Kitchens will be presenting the carcasses from the systemat product line in two new colourways – a discreet Lava grey and an exquisite Champagne. Anybody choosing one of these variants will receive the carcass interior in the same colour. But all 14 standard carcass



Press information

colours are also being given a new look, with the interiors all being converted to Natural white.

Furthermore, the drawer options will be comprehensively expanded. On the one hand, the Champagne colour available to date will be supplemented by the new Lava grey. On the other hand, a closed metal frame will in future be available along with the rail, glass and illuminated glass variants. Overall, the result is even better alternative features for the design of the drawers.

In addition to the innovations, existing standard products – such as the anti-dust safe profile, the 19-mm-thick shelves and the option to electrify all drawers – help ensure that the systemat complies with all premium segment demands. The ‘PURResist’ water-resistant PUR bonding of the edge, which is standard for all product lines at Häcker, ultimately ensures durably-stable carcasses that are impermeable to water and steam. This advantage plays an important role particularly in tropical countries with high air humidity, but is also relevant in Europe.



AV 7030 GL – new design with fronts in slate

The new, handle-free design AV 7030 GL is a real surprise, both to the eye and to the touch – particularly when you discover that the front is crafted from real slate. An exciting manufacturing process: the slate is cut to a thickness of just a few millimetres. Then, the back of the layer is reinforced with fibreglass and connected to the MDF supporting panel. The open surface is additionally sealed. A truly extraordinary design, characterised by its wonderful golden-green colour.

At the EuroCucina, the new AV 7030 GL will be showcased in combination with a free-standing work surface in the style of a ‘work bench’, which is characterised by a striking pedestal. Here, a custom-made, round sink creates a contrast to the masculine design.

AV 5090 Silver-grey metallic – the most exquisite fittings

Showcased in the AV 5090 design, Häcker Kitchens will be presenting many luxurious solutions that the systemat offers within the context of its comprehensive portfolio. The primary focus of the design is an island with a flying bridge: here, the



Press information

hob is only revealed when it is needed; otherwise, the continuous natural stone work surface can be fully used for food preparation. If the work surface is slid to the side for the purpose of cooking, guests are able to gather on bar stools around the hob.



Furthermore, tall units fitted with pocket doors offer space for electrical appliances and provisions. Thanks to the special door fittings, the opened doors disappear into the side 'pockets' and are hence no longer an annoyance in kitchens. The high-end options also include a climber cabinet as an extension variant: Here, merely lightly tapping the cabinet allows the glass-panelled front to glide up electrically – and to close again in the same manner. Ultimately, the AV 5090 model with designer glass fronts in trendy Silver-grey metallic will be a veritable eye-catcher.



AV 6000 Night blue – rounded-off elegance

The curves of the trade fair stand architecture harbour the tall units and shelves of the handle-free AV 6000 GL design in matt Night blue. To this end, Häcker has not converted its production



Press information

processes to manufacture rounded carcasses, it simply creates this perfect illusion merely by means of doucines placed between the cabinets. Open shelves in the new brushed Pine white wood veneer loosen up the design. The heart of the trade fair stand will showcase an organically-shaped island with counter, sink and hob – convex and concave arcade cabinets provide rounded storage space here.



AV 5020 Lava grey and Wine red – new colourways moodily combined

The AV 5020 design, with its delicate 10-mm-wide frame, will be unveiled in the two new colourways at the EuroCucina: Lava grey and Wine red. Lava grey was created in line with the new carcass colourway and ensures perfect harmony between the fronts and the carcass in this kitchen layout. The island creates an exciting contrast with Wine red fronts and is connected to the free-hanging cabinets by means of a stainless steel work surface with integrated hob with free-hanging cabinets.



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

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Haecker_Korpus_Lavagrau



Haecker_Auszug_Lavagrau_Box



Haecker_Auszug_Lavagrau



Haecker_PUR



Haecker_7030_Gold_Green_1



Haecker_7030_Gold_Green_2



Haecker_5090_Silbergrau_Aufsatz



Haecker_5090_Silbergrau_Met



Haecker_5090_Silbergrau_flyingbridge



Haecker_6000_Nachtblau_1



Haecker_6000_Nachtblau_2

Press information



Haecker_5020_Lavagrau_Weinrot_1



Haecker_5020_Lavagrau_Weinrot_2