

'Laser Brillant' and 'Laser Soft' – available now

Two new designs offer high-end look at entry-level prices

Normally, Häcker Kitchens do not launch new designs until their in-house trade fair in September. However, the company has now made an exception for the 'Laser Brillant' and 'Laser Soft' collections: these attractively-priced fronts in the 'classic' product line are now being launched and are available for kitchen retail customers.



Ten variants in matt and high-gloss

'Laser Brillant' and 'Laser Soft' are characterised by their high-end look – as it is not apparent, at first look, that they are lacquer laminate fronts: lacquer laminate stands out with its special appearance and its outstanding quality and finish. The carrier material is an MDF panel whose front is coated with a polymer laminate. Furthermore, the surface is coated with a lacquer, thereby achieving high surface smoothness, scratch resistance and a high level of brilliance or mattness. The form edge is bonded with the surface using a special procedure,



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which guarantees a jointless transition from edge to surface – the so-called laser edge.

‘Laser Brillant’ is the high-gloss design, while ‘Laser Soft’ is the matt variant. Häcker is presenting each of the new designs in the following five colourways: Polar white, White, Magnolia, Basalt grey and Cashmere. Hence, the kitchen manufacturer is offering its retailers and fitters a comprehensive range of colours with which they can plan attractive kitchens for price-sensitive consumers in the 1 price category.



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_Laser_Weiss_1



Haecker_Laser_Weiss_2