

Press information

Preview of the in-house trade fair on the occasion of the Küchenmeile A30

Strong focus on the systemat product line

At its next in-house trade fair – which will be taking place in parallel to the Küchenmeile A30 between September 13 and 19, 2014 – Häcker Kitchens will be highlighting the fantastic new systemat 2.0 innovation show for the systemat product line. This was already signalled at the EuroCucina and will now be presented in all its facets.



systemat 2.0: even stronger design and function

Visitors can look forward to the innovations from the design-oriented systemat product line, together with the handleless systematART variant: Häcker will be presenting a total of 42 new front panels. Furthermore, there will be a focus on the new linear and filigree look of the drawers and pull-outs – refined to include an extremely attractive and flexible organisational system crafted from wood and metal.

And last, but certainly not least, the spotlight will be on the new Champagne and Lava grey carcass colourways. Those opting for these décors will not only receive the carcass



Press information



interiors in the same colour, but every single detail: because Champagne and Lava grey also provide exquisite tone-in-tone looks for the interiors of the pull-outs, the front panels and the larder and tandem swivel pull-outs.

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

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

f.goos@goos-communication.com

Press information

Caption

At its next in-house trade fair – which will be taking place in parallel to the Küchenmeile A30 between September 13 and 19, 2014 – Häcker Kitchens will be highlighting the fantastic new systemat 2.0 innovation show for the systemat product line. This was already signalled at the EuroCucina and will now be presented in all its facets.



Haecker_5020_Lavagrau_Weinrot_1



Haecker_Korpus_Lavagrau

<http://bit.ly/HÄCKER-Preview>