

Press information

September 13 - 19, 2014: In-house trade fair / Küchenmeile A30

classic product line: show your true colours!

On the occasion of the 2014 in-house trade fair, Häcker Kitchens will be presenting 16 new entry-price fronts in the classic product line along with their handleless classicArt counterparts.

Uno design in trendy Petrol and Gold yellow

The Uno design is all about showing your true colours, as the new fronts in Petrol and Gold yellow dictate the mood here. To date, Uno has been a discreet background operator with its White through Anthracite colourways – with only a strong Orient red standing out. With these two new additions, the spectrum has been expanded to a total of nine colourways.



The success of the Laser Brillant and Laser Soft lacquer laminate fronts

Häcker launched the attractively-priced Laser Brillant (shiny version) and Laser Soft (matt design) fronts mid-year prior to its in-house trade fair: the success of these was evident just a few



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weeks later, which is why the East-Westphalian kitchen manufacturer decided to expand the range to include the Pearl grey colourway. The design now comes in six colourways.

New wood décors for Bali and Atlanta

The two popular Bali and Atlanta design ranges, characterised by their plastic surfaces with matex structure, will each be expanded to include a new décor: Bali now comes in Oak sand, while Atlanta is available in Yew white. These two décors radiate authenticity and are perfect for kitchens with a modern country house look.



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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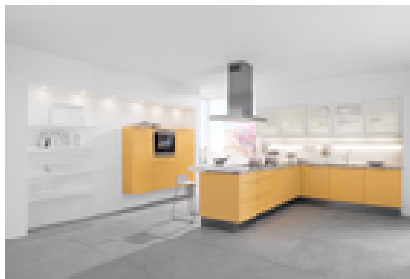
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Caption

On the occasion of the 2014 in-house trade fair, Häcker Kitchens will be presenting sixteen new entry-price fronts in the classic product line: the Uno design is all about showing your true colours, as the new fronts in Petrol and Gold yellow dictate the mood here. The Laser Brillant and Laser Soft designs may look like lacquered fronts, but they are in fact coated with a polymer laminate. And – last, but not least – the two popular Bali and Atlanta wood décor designs have each been expanded to include a new décor.



Haecker_Uno-Petrol



Haecker_Uno-Goldgelb



Haecker_Laser-Brillant



Haecker_Bali-Eiche-Sand