

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

Kitchen straight to the point

Between September 13 and 19, 2014, Häcker Kitchens will once again be welcoming around 6,000 guests from Germany and the rest of the world to its in-house trade fair. Against the backdrop of the 'Kitchen straight to the point' motto, the focus of the fair this year will be on a very comprehensive systemat product range, which has been improved down to the very smallest detail.

The spatial separation between the entry-price classic/classicART product lines and the systemat/systematART ranges for the high-end kitchen segment were retained following the restructuring of the trade fair in 2013. The communications, and maybe also the contemplative, focus of the fair will once again be on the salt-water aquarium, which was installed last year. "The remodelling on the occasion of the last in-house trade fair was extremely well received by our guests – not just during the trade fair week itself, but also during our product training seminars throughout the year", explains Managing Director Jochen Finkemeier. "Which is why we have



chosen to stay with our so-called 'art room' concept. This year, the fair will be showcasing an impressive presentation of all our drawers, pull-outs and carcasses. The qualitative difference and the combination options in the new systemat look will be very plain to see."

From veneer to colour to slate: 50 new fronts

At its 2014 in-house trade fair, Häcker will be unveiling 50 new systemat and 16 new classic fronts. "The objective of all our in-house trade fairs is to present to our retail partners precisely those new products that will generate the best-possible resonance in their day-to-day sales activities with their customers. With our new developments, we are not merely trend- and requirements-oriented, we also keep a very close eye on the respective price structure", states Andreas Möller, Director of Export Sales. "As we expanded the classic segment in particular last year, the focus in 2014 is very clearly on our high-end segment. A programme such as the AV 6000 has, for instance, been expanded from eight to 13 colourways and now also includes 13 new real wood veneer fronts. The presentation



Press information



for the systemat programme range will be rounded off by refined features behind the fronts. Here, the drawers and pull-outs offer a whole new, extremely high-end level of fittings.”

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_Finkemeier



Haecker_Moeller



Haecker_Foyer_Panorama