

Press information

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

Exquisite design, greater comfort – the systemat novelties

Within the context of its 2014 in-house trade fair, Häcker Kitchens will be focussing on more refined designs from its high-end systemat product line: new carcass colours, new drawer variants and a new internal organisation system for drawers. But the portfolio of fronts is also being considerably expanded with a total of 50 new designs. There is one colourway that features throughout the design ranges in a particularly striking manner: the new Lava grey.



Lava grey in all material variants

Both modern and discreet – Häcker is adding the brand new Lava grey colourway to its programme. For example, the popular AV 4030 design range, which is characterised by its high-gloss lacquer finish, is now also available in Lava grey. And the new colourway also features in the matt lacquer variant with the AV 6000 and AV 5007 designs and the AV 5090 designer glass front. Whether plastic, lacquer or glass: in its



Press information

sleek elegance, Lava grey is – as in the case of white colourways – perfect for current interior styles and is therefore justifiably included in many systemat programmes.

The AV 6000 product range – from 8 to 13

Receiving the greatest number of new colourways is the AV 6000 design range in matt lacquer: from now, the range of eight already existing colours will include five new colourways – Wine red, Black, Petrol, Gold yellow along with the already described Lava grey. Colours that will, by the way, also expand the portfolio in the case of the AV 5007 and the AV 5020 front.



New front in lacquer laminate: AV 1060 and AV 1065

With the AV 1060 and AV 1065 fronts, Häcker Kitchens has launched two new designs which also make quite an impact in the high-end systemat product line in terms of price. Because, as the surface comprises a lacquer laminate, both designs are included in price category 1. The AV 1060 design is the shiny version, while AV 1065 is the matt variant – both are offered in White, Magnolia and Polar white.



Veneer – all the way down the line

Häcker Kitchens will be presenting a total of 13 new fronts in real wood veneer on the occasion of its in-house trade fair – these are additions to existing product ranges along with three brand-new designs. These three innovations are distinct in their type of wood and the finish – the selection ranges from pure Wild oak veneer (AV 5082), brushed Pine (AV 5083) all the way through to brushed Oak cinnamon and with emphasised pores (AV 5081). Furthermore, each design is also offered in three different colourways.

The cross-veneered AV 5080 and AV 6080 designs will be complemented by Ebony and Aleppo pine, whereby the fine grain of the AV 6080 design is additionally emphasised thanks to the high-gloss lacquering.



AV 7030 – rock-hard elegance in exclusive slate

The handleless AV 7030 GL design was premièred at the Milan kitchen show – and was the talk of the town with its extraordinary slate veneer in Gold Green. After the in-house trade fair, this design will also be available in a further colourway – namely Black Star. To manufacture the surface, a sheet of 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 – an extremely exclusive design, both to the eye and to the touch, whose charismatic look is perfect, particularly for general kitchen layouts.



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

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

Caption

On the occasion the 2014 Häcker Kitchens in-house trade fair, the focus will be on more refined designs in the systemat premium segment: new carcass colours, new drawer variants and a new internal organisation system for drawers. But the portfolio of fronts is also being considerably expanded with a total of 50 new designs. There is one colourway that features throughout the design ranges in a particularly striking manner: the new Lava grey.



Haecker_Auszug_Lavagrau



Haecker_AV5090_Lavagrau



Haecker_AV6000_Petrol



Haecker_AV5082_Wildeiche-Hell



Haecker_AV5080_Seekiefer-Fine



Haecker_AV7030_Gold_Green



Haecker_AV1060_Polarweiss