

On-Trend Grey

Häcker Kitchens presents new Lava Grey shade for doors, carcasses and pullouts

A glance at the world of fashion reveals that grey is one of the hottest colours around right now. And a quick look at the latest upholstered furniture confirms it: trendy yet elegant grey is a real eye-catcher in this segment too. So it goes without saying that this colour is a must for the kitchen as well! That's why Häcker Kitchens is presenting its new on-trend shade Lava Grey for many of the front families in the systemat range, as well as offering it as a colour option for the inner and outer carcass, drawers and pullouts.

Elegance goes matt

One of the kitchens available in elegant Lava Grey is the matt-lacquered model AV 6000. A maple worktop creates a natural contrast.



Haecker_AV6000_Lavagrau

Front and carcass in the same sophisticated shade

Model AV 5020, which features a distinctive 1 cm-wide frame in the fronts, is also available in matt Lava Grey lacquer. But in this case, it's not just the fronts that are Lava Grey, the inner carcasses are too – for tone-on-tone perfection.



Haecker_AV5020_Lavagrau_Weinrot_3



Haecker_AV5020_Lavagrau_Weinrot_2



AV5020_Lavagrau_Hochschrank

On-trend Lava Grey as glass front

The popular designer glass fronts of the AV 5090 line are also a quite literally brilliant example of this modern shade's stunning effect. The impressive highlight of this layout is the "Flying Bridge": a movable worktop that neatly covers the induction hob and doubles as a bar counter.



Haecker_AV5090_Lavagrau_1



Haecker_AV5090_Lavagrau_2

Interior organisation that harmonises with the fronts

With Häcker Kitchens, the new Lava Grey shade extends beyond the fronts: at its last in-house exhibition, Häcker presented its new colours Lava Grey and Champagne as alternatives to white for the inner carcass. And whereas the colour for drawers and pullout systems used to be Champagne, the range has now been extended to include the colour Lava Grey as well. So when it comes to on-trend grey, Häcker offers the option of ordering not just the fronts in this shade, but the carcass, drawers, pullouts and the interior of the tall storage unit as well.



Haecker_Auszug_Lavagrau_Box



Haecker_Vorratsauszug_Lavagrau

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 2014, more than 1,200 employees generated a turnover of 406 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

E-mail: kbaeumer@haecker-kuechen.de

GOOS COMMUNICATION

Ms Irin Rodatz

Dorotheenstr. 56, D-22301 Hamburg, Germany

Telephone: +49 (0) 40/284 1787-50

E-mail: i.rodatz@goos-communication.com