

Preliminary report on the in-house trade fair during *Küchenmeile A30*

## “On Stage” at Häcker Kitchens

July 2015. “On Stage” is the motto of this year’s in-house trade fair of Häcker Kitchens, which will take place from 19 to 25 September 2015 in Rödinghausen, Germany. The many product innovations and lots of news about appliances will form the “main acts”. Light and sound, emotion and conviviality will create a thematic framework for the show. The design of invitation to the in-house trade fair was in the style of a concert ticket.

A total of 20 new fronts in the *classic* entry price segment and 43 new fronts in the *systemat* mid to upper price segment will be the focus of the in-house trade fair. New surfaces will also be shown: including *classic beech*, which is currently celebrating a revival, and a putty concrete look in two variants, which forms a modern contrast.

### “Sound and light show”

Häcker is also presenting an exciting Blaupunkt sound system that can be integrated in the kitchen with little effort – even after the kitchen has been fitted.



## Press information

Illuminated doucines and an infinitely variable light form the “light show”, which was first presented at LivingKitchen 2015. This and the new sound system are best experienced by the visitor in two light and sound boxes, where they are shielded from the light sources and noises of the exhibition.

Markus Sander, CEO at Häcker Kitchens: “We are already looking forward to seeing our guests, whom we will once again treat to a magnificent show with many innovations “live on stage”.



## **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, Fax +49 (0) 5746/940-8297

E-mail: [kbaeumer@haecker-kuechen.de](mailto:kbaeumer@haecker-kuechen.de)

GOOS COMMUNICATION

Ms Irin Rodatz

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](mailto:i.rodatz@goos-communication.com)

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## Caption

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Haecker\_KeyVisual



Haecker\_Ticket



Haecker\_Sander