

Three pillars for international success

More than fitted kitchens: Häcker Kitchens presents new corporate video

February 2016. A production volume of 850 kitchens per day. Its own logistics fleet. One of the biggest kitchen manufacturers in Europe. Häcker Kitchens has no shortage of superlatives to choose from – and could have made any one of them the subject of its new corporate video. But instead, the company from Rödinghausen focused on a completely different question: What makes us tick?

“We asked ourselves where our success actually comes from. What makes us so special? Why are we able to assert ourselves so well, despite fierce competition? Or in other words: What makes us tick?” says Marcus Roth, the Häcker Kitchens director responsible for marketing. “During the course of this process, we identified three pillars that we’ve now visualised for our corporate video.”

The employees are one key success factor. Without them, their commitment and expertise, the old-established company’s success simply wouldn’t be possible. Together with director



Max Rahn, who developed the storyboard for the corporate video, Häcker Kitchens used the first part of the film to shine a spotlight on employees from various divisions of the company. It shows how teamwork and a passion for detail result in products that delight customers all over the world.

The second main pillar that Häcker Kitchens is founded on is the idea of sustainability – not just on paper, but as a matter of principle. For the family-run company, that means sustainability doesn't stop at a certified environmental management system but includes economic and social aspects as well: this section includes footage taken when a play kitchen was donated to the "Sonnenland" day care centre in the neighbouring town of Spenge. The third key pillar, which is closely linked to economic sustainability, is the company's level-headedness: Häcker Kitchens grows by its own efforts and prides itself on sound and steady development. This principle is passed on from one generation to the next – and ensures the region keeps an exceptional employer.

Press Release



To see how the new corporate video translates these three pillars into moving images, go to: <http://www.haecker-kuechen.de/de/videos/image.html>.

About Häcker Kitchens

Based in East Westphalia – the heart of the German kitchen furniture industry – the owner-run family company Häcker has been producing modern fitted kitchens at its site in Rödinghausen since 1965. In 2015, more than 1,300 employees generated turnover of 466 million euros, with exports currently accounting for approx. 38 percent of sales. The company's development is characterised by continuous growth and forward-looking investments. It currently supplies more than 60 countries across all continents with kitchens "Made in Germany". Two product lines aimed at different market segments are available to the specialised trade: classic and classicArt in the entry-level segment and systemat and systematART in the mid and upper price categories. A wide range of built-in appliances from the Blaupunkt brand, to which Häcker Kitchens holds the sole rights, puts the finishing touches to the product offering.

Pressekontakt

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Shortcut

Together with director Max Rahn, Häcker Kitchens has produced a new corporate video. In the three-minute film, the company asks itself the question “What makes us tick?”– and shows the three pillars that Häcker Kitchens’ international success is based on: its employees, sustainability as a matter of principle and level-headedness. To watch the video, go to: <http://www.haecker-kuechen.de/de/videos/image.html>.

Captions



HaeckerKuechen_Imagefilm_Still1: In the new corporate video, Häcker Kitchens uses cinematic means to answer the question “What makes us tick?”



HaeckerKuechen_Imagefilm_Still2: Häcker Kitchens’ international success is based on three pillars: its employees, sustainability as a matter of principle and level-headedness. These three pillars play the “leading roles” in the company’s new corporate video.