

Innovative highlights at EuroCucina 2016 in Milan

New impetus from Häcker with “Kitchen in motion”

***March 2016.* EuroCucina is one of the most important trade fairs in the kitchen world. This April, Milan will once again be the meeting point for architects, designers, companies and anybody else who wants to keep up to date with the industry’s latest trends. One of the highlights at this year’s exhibition is the booth by Häcker Kitchens. Designed under the motto “Kitchen in motion”, it certainly lives up to its promise.**

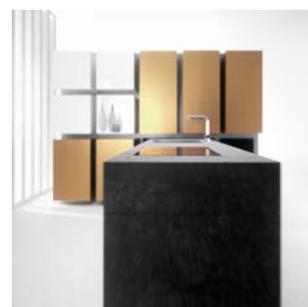
Creative, lively, visionary – three words that sum up what makes EuroCucina so special in a nutshell. And these same three words are an equally good description of Häcker Kitchens’ trade show booth. “Our presentation at EuroCucina is just as multifaceted as the way our company is positioned,” says Markus Sander, Managing Director Sales and Marketing at Häcker Kitchens. “Our aim was to provide a visionary outlook that goes beyond our existing models.” The result of the planning is a trade show concept that translates the “Kitchen in



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motion” motto into every square metre of the booth, interpreting motion in several senses of the word. On 320 square metres of space, Häcker Kitchens has created an open and transparent place of communication centring around a guest lounge that invites visitors to engage in conversation. As a place of exchange, ideas forum and meeting point, it creates motion in the sense of encouraging a constant and stimulating back-and-forth of information.

The three kitchens Häcker is exhibiting at EuroCucina also represent motion: the “Black Star” kitchen, for instance, is totally devoid of handles. There is not a single door pull or strip handle in the entire kitchen. All the pullouts and cabinets open automatically. The second kitchen – “Faro” in pearl grey – shows two elements that use motion to enhance their ergonomics, design and functionality: the sliding-door cabinets open easily, close gently and give the architecture of the room a spacious feel. And with the individually adjustable worktop, the counter can be optimised to suit whatever job happens to need doing.



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As well as the existing kitchens, Häcker is showing another, very special highlight: the design study “Moving kitchen”, in which designer Jochen Flacke has turned his idea of a modern, flexible kitchen into reality. This kitchen takes the themes of motion and adaptability to extremes – and the trade show planning team at Häcker had its work cut out when it came to implementing the design. But their efforts have paid off: the result certainly numbers among the highlights at this year’s EuroCucina.

In addition to the three kitchens, the Häcker booth also features a big communication wall showing the new countries where its Blaupunkt brand is active. “We’re looking forward to an inspiring trade show that joins our in-house exhibition in September as one of the highlights in our event calendar for 2016,” says Markus Sander. “We believe this year holds plenty of growth opportunities, both on the German market and in all the relevant foreign markets. With the communicative opportunities it presents, EuroCucina is an important step on our way to achieving our goals.”



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.

Press Contact

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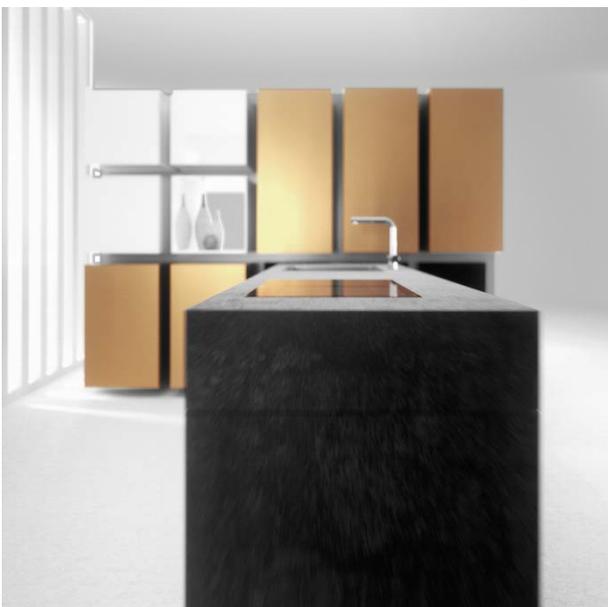
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Shortcut

Innovative highlights at EuroCucina 2016 in Milan: Häcker Kitchens provides new impetus with “Kitchen in Motion”.

Captions



HaeckerKuechen_PreviewEurocucina_newkitchen



HaeckerKuechen_PreviewEurocucina_Auszug



HaeckerKuechen_PreviewEurocucina_Blaupunkt



HaeckerKuechen_Sander