

New countries for Blaupunkt and excellent figures for 2015

EuroCucina 2016: Häcker Kitchens with dynamic business development

***Milan, April 2016.* “Kitchen in motion”– this is the motto with which Häcker Kitchens is presenting itself at EuroCucina 2016. The trade fair appearance shows kitchen planning characterised by lots of movement, which can be adapted to different life situations and individual wishes. The fact that the business development of the company from Rödinghausen is marked by great dynamism is shown by both the figures of the past year and the innovations of the Blaupunkt brand.**

Häcker Kitchens ended the financial year 2015 with excellent figures. The gross turnover of the company grew from 406 million euros in 2014 to 466 million euros in 2015. The growth of 15 per cent is more than twice as high as the German industry average and thus impressively emphasises the position of Häcker Kitchens as one of the leading kitchen manufacturers in Europe. The above-average growth is mainly due to two

Press information

effects: the strong core business with the classic and systemat range series and the combined marketing with Blaupunkt.

Since the start of 2014, Häcker Kitchens has owned the sole rights for the fitted kitchen appliances line of the Blaupunkt brand. In 2015, the line was positioned very successfully in many markets and enjoyed high demand. And Häcker Kitchens also has further good news as regards EuroCucina: Blaupunkt fitted kitchen appliances can now be ordered from Häcker dealers in two further countries, Switzerland and Italy.

“It is perfect timing, as the market entry in Italy and Switzerland is occurring at the same time as EuroCucina”, says Markus Sander, Director of Sales and Marketing at Häcker Kitchens. “EuroCucina has a particular resonance in both countries and is therefore just the right place for the launch. The trade fair is also the ideal platform for depicting the brand”. On the trade fair stand of Häcker Kitchens, it will, of course, be possible to see the latest fitted kitchen appliances from Blaupunkt, such as the hob extractor. And on our communication wall, a European map impressively shows the countries in which Häcker Kitchens is already represented with the brand.

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Besides the success of Blaupunkt, new records have also been set in the core business over the past year: 183,000 self-planned kitchens came off the production line in batch size one. Manufactured by 1,337 employees and distributed all over the world. Thanks to these figures and a dynamic start to the new financial year, all the signs at Häcker Kitchens continue to indicate growth: “This year, we see lots of chances to continue to develop our successful business activity”, says Markus Sander. “In order to benefit most from this, in addition to the planned investment in our state-of-the-art production, we plan to expand significantly our administration at the Rödinghausen site with a new building.”

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

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

Telefon: +49 (0) 5746/940-297

E-Mail: kbaeumer@haecker-kuechen.de

GOOS COMMUNICATION GmbH & Co.KG

Herr Florian Goos

Geibelstraße 46a, 22303 Hamburg

Germany

Telefon: +49 (0) 40/284 1787-0

E-Mail: f.goos@goos-communication.com

Press information

Shortcut

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Caption



HaeckerKuechen_Sander



HaeckerKuechen_Blaupunkt_1



HaeckerKuechen_Blaupunkt_2