

Own built-in appliances brand exceeds all expectations

Häcker Küchen & Blaupunkt: A Successful All-in-one Offer for the Trade

July 2016. Häcker Küchen presented its first own range of built-in appliances, which are marketed under the Blaupunkt brand, at its 2014 in-house show. The company's round-up two years later is more than positive. There is great demand for high quality built-in appliances that are marketed together with kitchen furniture. Whether hob, oven, downdraft extractors or dishwasher – every third "classic" range kitchen is already delivered with a built-in Blaupunkt appliance.

When people decide to buy a new kitchen, there are some aspects that have a decisive influence on the decision to purchase: Choosing the furniture and kitchen appliances should be easy and convenient; the kitchen itself should be individual, durable and of a high quality. Häcker Küchen sells precisely the kind of ranges that offer a wide choice of surface finishes and comfortable fittings in all imaginable varieties at an attractive price/performance ratio. With the acquisition of the Blaupunkt

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brand in 2014, the eastern Westphalia-based manufacturer has gained another added value factor. "With Blaupunkt, we have acquired the rights to a brand that stands for quality and innovation," says Marcus Roth, responsible for sales and marketing in Germany and Austria. "Since the launch of the first product line in 2014, our customers and trade partners have come to appreciate the advantages of all-in-one marketing to an even greater degree: These high quality appliances are available exclusively in combination with a Häcker kitchen. They match our customers' expectations perfectly, especially in terms of design, technology, warranty and service."



In addition, having its own brand puts Häcker in a position that allows the company to achieve optimum results for its customers purely on the basis of innovation and quality criteria. In this respect, the trade assists the company in many different ways, whether in the form of a comprehensive training concept or because of the exclusiveness of the Blaupunkt products, which make everyday life in the customer services departments much quieter as they are not marketed online.

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The significant increase in appliance sales since 2014 proves that the market has recognised the advantages. Häcker Küchen has more than surpassed its ambitious targets. By now, every third "classic" range kitchen is already delivered with at least one built-in Blaupunkt appliance. This combination of appliances and furniture is also internationally successful: Initially, the Blaupunkt produce line was marketed in Germany, Austria, France, Sweden and the Netherlands. Switzerland and Italy followed with the EuroCucina 2016. "I have to admit that we are quite proud of the fact that our Blaupunkt brand products have been a success in all of the countries we have launched them in so far," says Olaf Thuleweit, who is responsible for Blaupunkt. "We cover a wide spectrum with the range on offer. From cooking and baking, downdraft extractors and dishwashers to refrigeration and freezing; our spectrum of appliance types is a response to the habits and trends in the different countries. However, what is always important to us is that we offer top quality at a fair price – and that is also what makes the brand so successful."



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The downdraft extractor is a prime example for the fact that Häcker responds to the latest trends with its Blaupunkt brand. What is so unusual about it is that it does not extract the fumes from above the hob but directly where they are produced. The extractor is integrated in the induction hob and extracts the air downwards.

Here, the advantage of marketing kitchen furniture and appliances together is clearly demonstrated by the easier installation: the downdraft extractor is installed in a customised cabinet. The extractor's motor is located in the lower part of the cabinet behind the plinth. This means that no valuable storage space is lost. Another unusual aspect: The standard extended warranty of five years on the Häcker Küchen furniture ranges also covers the built-in Blaupunkt downdraft extractor – this is rather unusual on the market and makes the customers also feel reassured when it comes to their Blaupunkt built-in downdraft extractor. In addition, this type of extractor is energy-efficient (Energy Efficiency Class A++), yet with an extraction capacity of 900 m³/h (highest setting) and a circulation rate of 850 m³/h it is also very powerful and effective.



When it comes to sound, the Blaupunkt sound system is just as powerful. The easily installed system supplies the right cooking soundtrack via Bluetooth – and is further proof of Häcker Küchen's trend-consciousness. And at the 2016 in-house show, Häcker will once again demonstrate just what is possible with its build-in appliance brand Blaupunkt. The visitors can look forward to numerous new appliances and strong premium fitted kitchen features.

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The Häcker kitchen company

The owner-managed family business Häcker kitchens is based in Rödinghausen, eastern Westphalia, the centre of the German kitchen furniture industry, where it has manufactured modern fitted kitchens since 1965. In 2015, more than 1,300 employees generated a turnover of 466 million euros; the export percentage is currently around 38 per cent. The company's development has been shaped by continuous growth and forward-looking investments. The company's "Made in Germany" kitchens are currently sold in more than 60 countries on all continents. Specialist retailers can choose from two product lines for different market segments: the more affordable classic and classicART ranges, and the systemat and systematART ranges in the mid-range to top end price segment. The product range is completed by a wide choice of integrated own brand appliances; the Häcker company holds the exclusive rights for the Blaupunkt brand.

Press Office

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Shortcut

With Blaupunkt, Häcker Küchen has been selling its own brand of built-in appliances in the form of all-in-one marketing for almost two years. The innovative product range that convinces with a comprehensive service package and an attractive price-performance ratio is constantly growing.

Caption



HaeckerKuechen_Blaupunkt_Logo



HaeckerKuechen_Roth



HaeckerKuechen_Thuleweit



HaeckerKuechen_Blaupunkt_Muldenluefter_1



HaeckerKuechen_Blaupunkt_Muldenluefter_2