

Press release



All change: complete redesign for exhibition featuring several new products
“Living Spaces”: Häcker Küchen designs living spaces

August 2016. Häcker Küchen will present its new products at this year’s in-house show in an entirely new exhibition with the motto “living spaces”. The exhibition will demonstrate how Häcker’s stylish units can be individually and conveniently arranged to furnish a wide variety of living spaces, not just kitchens. From 17 to 23 September, existing and potential customers from around the world will be able to visit the company’s headquarters at Rödinghausen and see for themselves how the owner-run family company is living up to its reputation as a trendsetter. As well as presenting complete room concepts, the company will also be dealing closely with the theme of international variations, displaying a wide range of new colours, functions and surfaces, and showing off some exciting new product additions to its own built-in appliance brand, Blaupunkt.



With its motto “living spaces”, Häcker Küchen is documenting just how flexibly its furniture can be used, and how both visually and functionally it offers an ideal solution even outside the kitchen. With this firmly in mind, a special exhibition space has been created, realised by an international team of kitchen planners. Six booths, each themed for a different country, will display various style collections furnished exclusively with cabinets by Häcker Küchen. The booths will not only demonstrate the wide variety of ways in which the kitchen space can be interpreted – something which is invariably shaped by the cultural background – but will also showcase the whole range of possible uses for Häcker’s kitchen furniture.

To design this furniture as individually and flexibly as possible so as to open up a variety of planning possibilities, Häcker Küchen attaches the utmost importance to diversity of materials, colours and surfaces. This year alone for instance, the manufacturer’s range of products is being expanded to include nearly 50 new front panels in the classic/classicART and systemat/systematART product lines.

One particular exhibition highlight in the young and modern “classic” product line is a design front with an integrated stainless steel coloured handle profile. The 22mm thick front panel, which goes by the name “Integrale”, responds perfectly to the trend for clean lines and minimalist design. The new product will be presented in two colourways, white and pearl grey, which demonstrate how the front panel can add a special touch to the widest variety of styles.

The sophisticated, design-oriented “systemat” line will also be put in the limelight with a new surface. This is a unique laminate concept which is available as a front panel, work surface or side panel, and comes in three modern colours. The result: the models in the systemat range fitted with this surface stand out thanks to their especially consistent design paired with the highest surface quality, and they are available at an attractive price.

The many new product additions are complemented by a number of new features in the appliance range. With Blaupunkt, the company’s own built-in appliance brand, networking is the name of the game: with the new, trademarked name “Multi Control”, Blaupunkt has created a new label which will distinguish its

Press release



“smart home” products. The first range of “Multi Control” appliances will be displayed in use at the in-house exhibition.

These new products, plus many more, can be experienced first-hand from 17 to 23 September 2016. During this week, Häcker Küchen will be hosting its traditional in-house exhibition at Rödinghausen on the occasion of the Küchenmeile A30 trade fair. The exhibition will be open to trade partners each day from 8:30 to 21:00. There will be plenty of opportunities for interaction until late into the evening – and afterwards over a cocktail in the Blaupunkt lounge.

Press release



Häcker Küchen: the company

The owner-run family company Häcker Küchen has been manufacturing modern fitted kitchens at its site in Rödinghausen, eastern Westphalia – the centre of the German kitchen furniture industry – since 1965. In 2015, more than 1,300 employees generated a turnover of 466 million euros; the export share is currently around 38 per cent. The company's development has been shaped by continuous growth and future-oriented investments. Currently, more than 60 countries across all continents are supplied with "Made in Germany" kitchens. The specialist trade has two product lines available for the various market segments: the entry-level classic and classicART, and the systemat and systematART ranges for the middle and upper price segments. The product range is complemented by a wide selection of built-in appliances under the Blaupunkt brand, for which Häcker Küchen holds the exclusive rights.

Press contact

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Shortcut

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Image overview & image captions



HaeckerKuechen_LivingSpaces



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