

Focus on Smart Home

"Multi Control": Blaupunkt by Häcker Kitchens
intelligently connects different built-in appliances

September 2016. Everyone is talking about "the connected home". Forty-three per cent of all internet users believe that this development will have a major impact on their lives. At its in-house show in September 2016, Häcker Kitchens will demonstrate with the first interconnected built-in appliances from Blaupunkt, the company's own brand, what this trend might look like and how it can make life easier and more comfortable.

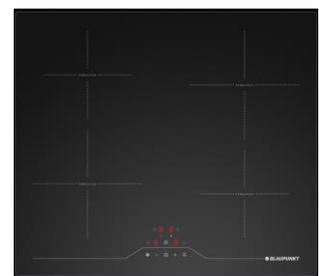
The catchphrase "the connected home" refers to what is probably one of the most important trends the home furnishing industry has experienced for a long time. With its own brand of built-in appliances, Blaupunkt, Häcker Kitchens will be demonstrating some first applications that clearly make life more comfortable, and thereby prove that the launch of the company's own brand Blaupunkt not only promotes the all-in-one marketing of kitchen furniture and built-in appliances but

Press Release

also is also perfectly in line with the company's reputation as a trendsetter.

With its new, copyrighted term "Multi Control", Häcker Kitchens offers its retail partners not only a new label but rather an entire future range of innovative built-in appliances that can turn any home into a "connected home" with the aid of "smart" technology. "With 'Multi Control', we are setting new standards for the interconnected kitchen of the future," says Olaf Thuleweit, who is responsible for Blaupunkt. "At the in-house show, we will now be demonstrating what we imagine the "smart kitchen made by Häcker Küchens" might look like: intelligent, comfortable, always there for the user and also extremely affordable in terms of price."

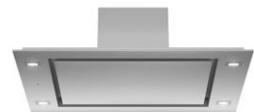
The first step Blaupunkt has taken towards this is to connect the cooker hood with the hob: the more intensively the hob is used, the more powerfully the hood extracts, for example. The hood can also be activated separately via the hob's control panel. The four autonomous hobs with induction alternative that are available in a width of 60 to 90 centimetres are all equipped



with the "Multi Control" feature – as well as numerous other extras such as a child safety lock or a touch control panel.

Blaupunkt offers various "Multi Control" extractor versions for getting rid of odours, grease, smoke and steam: chimney hoods in various sizes and designs, canopy hoods – again both vented extraction and recirculation versions – and a recirculation island hood.

A start has therefore been made. Häcker Kitchens is going to expand the range of the independent brand Blaupunkt's "Multi Control" capable household appliances further – and when it comes to "the connected home", the company intends to continue to comply with its self-imposed commitment to becoming a driving force in this area.



About Häcker Kitchens

Based in East Westphalia – the heart of the German kitchen furniture industry – the owner-run family company Häcker Kitchens has been producing modern fitted kitchens at its site in Rödinghausen since 1965. In 2015, more than 1,400 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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Press Release

Shortcut

"Multi Control": Everyone is talking about "the connected home". At its in-house show in September 2016, Häcker Kitchens is going to demonstrate with the first interconnected built-in appliances from Blaupunkt, the company's own brand, what this trend might look like and how it can make life easier and more comfortable.

Caption



HaeckerKuechen_BP_MultiControl_Logo

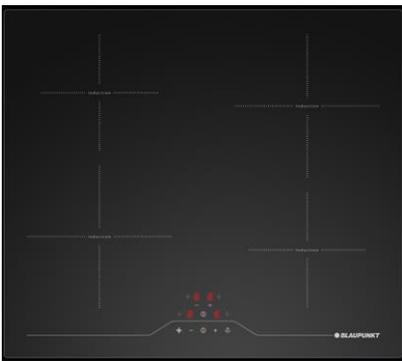
Caption: Häcker Kitchens has copyrighted the term "Multi Control", which was invented by the company; in future, all of its "smart home" products will feature this label.



HaeckerKuechen_Thuleweit



HaeckerKuechen_BP_5II94250



HaeckerKuechen_BP_5IE64251

Image caption:

The four autonomous Blaupunkt hobs with induction alternative that are available in a width of 60 to 90 centimetres are all equipped with the "Multi Control" feature, for example.



HaeckerKuechen_BP_5DB69252



HaeckerKuechen_BP_5DD72551



HaeckerKuechen_BP_5DL66750



HaeckerKuechen_BP_5DB96450

Image caption:

Häcker Kitchens offers various Blaupunkt vented extractor versions with the "Multi Control" feature for perfect odour, grease, smoke and steam extraction: chimney hoods in various sizes and designs, canopy hoods – again both vented extraction and recirculation versions – and a recirculation island hood.