

Customer Favourite 2016 & most popular brand kitchen furniture category

Focus Money and Deutschland-Test award

Häcker Kitchens "Gold" rating

September 2016. One of Germany's biggest national surveys focused on the question of which brands are particularly popular with the Germans. In the kitchen furniture category, Häcker Kitchens was not only rated the "Customer Favourite 2016" but also awarded the highest rating, "Gold".

For a Focus Money and Deutschland Test joint survey, the experts from the Cologne-based analysis and consultancy firm ServiceValue analysed over one million online sources to gain information about more than 1,000 brands from 82 industry sectors. The question was: which brands are particularly popular with consumers? The survey was based on data collected with a web monitoring tool that monitored and analysed tens of thousands of news items and more than a million social media sources on the internet throughout 2015 with the aid of a semantic search feature. Analysed were statements about price, service, quality and reputation.

Press Release

Besides Häcker Kitchens excellent overall result, the study also supplied other interesting information such as: the price is often the most important criterion for the decision to purchase. However, the customers not only want to buy at a good price but also have marked expectations when it comes to what they get for their money. The customer verdict proves: the quality is almost as important as the price; in some industry sectors, it is even more important. A well-balanced price/performance ratio is therefore a fundamental requirement for a top brand, according to the Focus Money magazine.

"We are delighted that we are a 'Customer Favourite 2016', and that we have been awarded a 'Gold' rating. This positive online image is not least also down to our many retail partners who every day make every effort to achieve the highest possible level of customer satisfaction by offering individual kitchen planning services and ensuring that everything runs smoothly and is fitted to perfection," says sales and marketing manager Markus Sander.



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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Shortcut / Post

Focus Money and Deutschland-Test award Häcker Kitchens a "Gold" rating. The company was therefore not only a "Customer Favourite 2016" but also the most popular brand in the category kitchen furniture.

Caption



HaeckerKuechen_FocusMoney_KundenlieblingeGOLD



HaeckerKuechen_Sander