

# Press Release

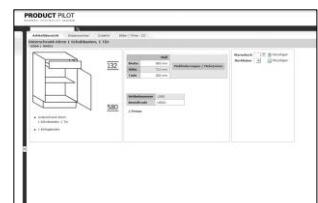
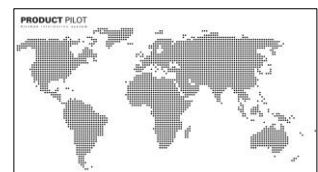
Innovative digital offer for kitchen retailers

## Häcker Kitchens "Product Pilot": All product information delivered digitally at a click

**September 2016.** At the 2016 in-house show, Häcker Kitchens will be launching its new digital offer "Product Pilot". Developed especially for kitchen retailers, it consolidates all information into one digital product, which makes it a particularly useful tool for professional sales consultants. At the 2016 in-house show, Häcker Kitchens will demonstrate the future benefits of this innovative system.

"Networking with the customers" is a key issue for Häcker Kitchens. With its new "Product Pilot" offer, the company is providing a unique digital database that is also easy to use. All of the information about every product aspect and the entire range of products can be accessed via the "Product Pilot". Besides detailed product information such as dimensions and drawings, all of the possible product feature versions are also listed – so mix-ups are now impossible. In addition, the customers are also provided with fitting instructions and videos

### **PRODUCT PILOT** kitchen information system



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for all movable elements. The respective planning and ordering information has been added to each product. It is now no longer necessary to manually search for this information in the sales catalogue, as is currently often the case, because the new alternative method via the extranet is considerably more convenient. Just like the sales catalogue, the "Product Pilot" is also clearly divided into several levels. All features are clearly illustrated under the three tabs "Product overview", "Good to know" and "Accessories" - making the "Product Pilot" very easy to use.

To get to the "Product Pilot", the retailer customers can simply log onto the extranet and then access the system via the new tab. After that, they can look for any product by typing in the product name or the product code. Another advantage is that the respective kitchen planning software can also access the "Product Pilot"; it therefore provides direct and comprehensive planning support.

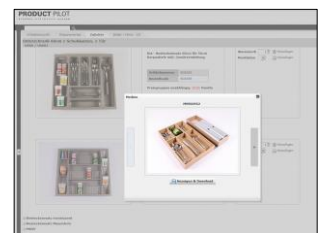
"With our 'Product Pilot', we are offering customers a unique digital offer that makes the planning and equipment of individually planned kitchens even easier than it already is and offers numerous added value factors. At one click, our partners now



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know the exact specifications of a version type – down to the last millimetre," says sales and marketing manager Markus Sander. "However, not only that, but additional equipment features such as cutlery trays for a specific drawer, for example, can be viewed in the form of a photo and selected without the risk of mix-ups. This leads to additional sales."

Häcker Kitchens new digital offer "Product Pilot" will be available for the "classic" product range in German, English and French from the date of the 2016 in-house show onwards.



## **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

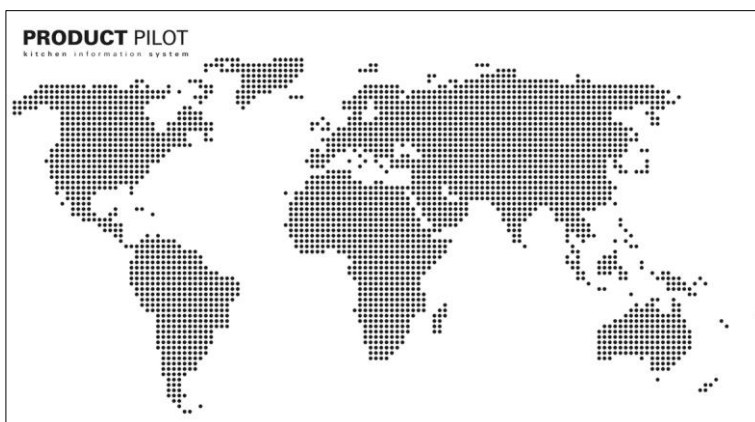
Innovative digital offer for kitchen retailers: At the 2016 in-house show, Häcker Kitchens will be launching its "Product Pilot", which makes all of the product information available to customers digitally at a click.

## Caption

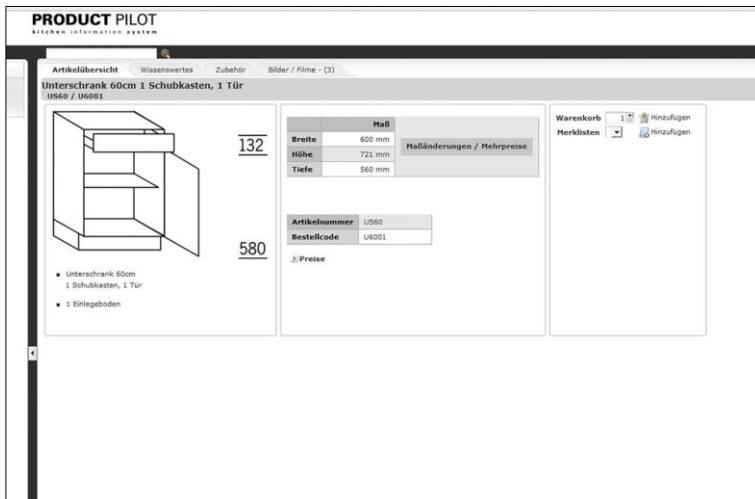
# PRODUCT PILOT

kitchen information system

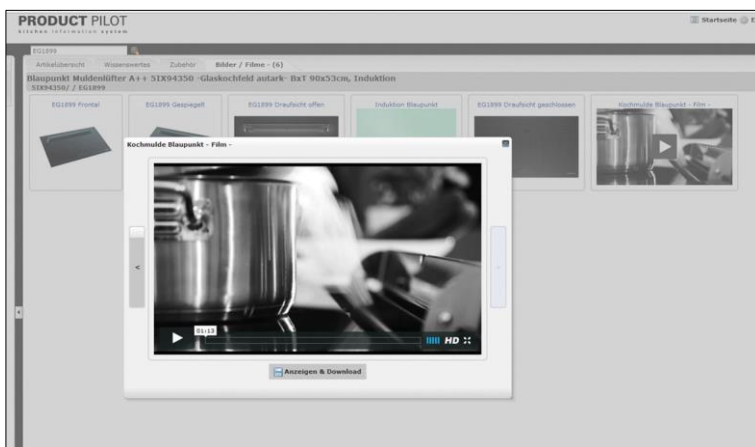
HaeckerKuechen\_ProductPilot



HaeckerKuechen\_ProductPilot\_Weltkarte



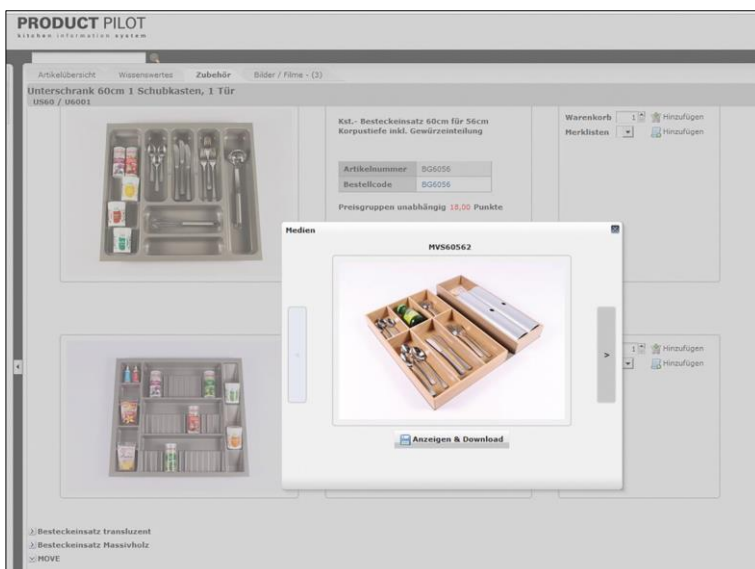
HaeckerKuechen\_ProductPilot\_Unterschrank



HaeckerKuechen\_ProductPilot\_Muldenluefter\_Film



HaeckerKuechen\_Sander



HaeckerKuechen\_ProductPilot\_Besteckeinsatz\_MOVE