

Highlight: New door designs for more design freedom

Even more modern, even more choice: New additions to the Häcker Kitchens classic range

**September 2016.** With its classic/ classicART ranges, Häcker Kitchens has impressively proved for years that price-conscious customers do not necessarily have to make compromises when it comes to quality and choice. The product range has been updated for the in-house show in September 2016. With new colours, doors and finishes, the owner-managed family business picks up the latest trends and takes the furniture into a new dimension both in terms of looks as well as functional features. One of the range's special highlights is the new door finish **Integrale**.

Clear lines and minimalist elegance stand for contemporary, stylish living and are reflected by many of the new product additions to Häcker Kitchens new classic/classicART ranges for 2017. The new door finish Integrale proves how the surface finish of the doors alone can emphasise the sophisticated design of the furniture. With a thickness of 22mm, Integrale embodies solid stability yet also looks elegant and understated.



# Press Release

The stainless steel coloured profile which has been integrated into the handles goes perfectly with the door colours, either White or Pearl Grey – a feature which adds a certain something to a wide range of different styles.

From the in-house show onwards, more products will now be available in the colour Pearl Grey. Not only the new lines Integrale, Lotus and Uno but also the units from the classic range will now also be available in this contemporary shade. Taupe, the second new colour, is ideal for those who prefer light and warm shades: Taupe communicates understated elegance, and both units as well as selected doors will be available in this colour – which allows the classic/classicART kitchens to be designed in a completely streamlined finish.

Another innovation is the fact that from the date of the in-house show onwards, the units will be available in a total of 15 different colours and finishes: the new finish Sanded Oak is a matte wood look addition to the existing choice of designs that goes well with contemporary, natural interior styles.

The Bali finish, which many customers love due to the vertical grain, will also be available in new colours: in a light



# Press Release

wood finish, Nordic Oak, and in a version without handles for those who prefer a sleek overall design.

In future, the extremely contemporary and very successful range Laser Soft will also be offered in Mocha Brown and Aquamarine. Customers who are looking for a modern-style kitchen yet also appreciate a bit of colour can now opt for the doors Oxford and Bristol in the new shade Blue Velvet. Both ranges are also available in Taupe.

There are also some new additions in the worktop area: a two-tone concrete and stainless steel colour edge trim has been added to the range of options. With eight new worktops, for example End-Grain Natural Oak or the new natural stone finish Imperia Brown, customers can now choose from an even wider range of worktops. The movable additional table top is also available in the new wood and natural stone look finishes.

The socket element BackFlip, which is integrated in the worktop, offers a new electric power supply alternative. In future, mobile telephones can conveniently be charged inductively with the aid of the Qi charger.



## Press Release

Even more modern, even more varied, even more comfortable – the concept applied to the classic/classicART kitchen ranges has also been applied to new spaces for the in-house show 2016:

Most of the chores that are taken care of in utility rooms are closely related to the work done in the kitchen, and in many homes, the utility room is therefore right next to the kitchen. Whether it is used for storage or as a pantry, for doing the laundry or for storing cleaning materials: with numerous new products, Häcker Kitchens now also makes the utility room more comfortable and stylish. The additional new products focus on various components that make life easier: a pull-out unit with two laundry baskets, a shoe cabinet with four multi-purpose shelves, a fixed metal shelf, a drawer on the inside and a loose shelf as well as a tall cabinet for laundry utensils and a tall cabinet designed to hold crates of drinks.

In the same way that Häcker Kitchens has focused on more comfort in kitchens and utility rooms with these additional new classic range products, the company has also addressed the issue of perfectly and efficiently fitted kitchens: from the date of



## Press Release



the in-house show 2016 onwards, the visible units at the end of a row of cabinets will feature a recess at the side that makes it possible and easy to plan a kitchen with 60mm standard depth units, which is especially useful when it comes to handle-less designs.

## **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**

For further information, please contact Karsten Bäumer, Head of Marketing for Häcker Kitchens, or our PR agency GOOS COMMUNICATION

Häcker Kitchens GmbH & Co. KG

Mr. Karsten Bäumer – Head of Marketing

Telefon: +49 (0) 5746/940-297

E-Mail: [kbaeumer@haecker-kuechen.de](mailto:kbaeumer@haecker-kuechen.de)

GOOS COMMUNICATION GmbH & Co.KG

Herr Florian Goos

Geibelstraße 46a, 22303 Hamburg

Germany

Telefon: +49 (0) 40/284 1787-0

E-Mail: [f.goos@goos-communication.com](mailto:f.goos@goos-communication.com)

## Shortcut

With new colours, doors and finishes, the owner-managed family business picks up the latest trends and takes the furniture into a new dimension both in terms of looks as well as functional features. A special highlight is the new door finish Integrale.

## Image overview & captions



HaeckerKuechen\_classic\_Integrale

### Image caption:

A special show highlight in the young, modern product range classic is a door design with an integrated stainless steel coloured profile handle. The 22mm thick doors called "Integrale" perfectly reflect the trend towards clear lines and a minimalist look. The new product comes in two colours, White and Pearl Grey, that clearly demonstrate that this finish can add a certain something to a wide range of different styles.

# Press Release



HaeckerKuechen\_classic\_Lotus

Image caption:

Pearl Grey (see photo), Taupe and Oak Sand are cabinet colours that will be added to the Häcker Kitchens classic range colour spectrum from the in-house show 2016 onwards. Both the units as well as a selection of doors will be available in the new colours – to ensure that the classic/classicART kitchens always look streamlined.



HaeckerKuechen\_classic\_Bali

Image caption: The Bali finish, which many customers love due to its vertical grain, will also be available in new colours: it is now also available in the light wood look finish Nordic Oak and in a version without handles for those who prefer a sleek overall look.

# Press Release



HaeckerKuechen\_classic\_Laser

Image caption:

From the date of the in-house show 2016 onwards, Häcker Küchen's extremely contemporary and very successful range Laser Soft will also be offered in Mocha Brown (see photo) and Aquamarine.



HaeckerKuechen\_BackFlip\_1



HaeckerKuechen\_BackFlip\_2



HaeckerKuechen\_QI\_Charger

**Image caption:**

Well-connected with Häcker Kitchens – a new addition to the classic range that will be launched at the in-house show 2016 is the new socket element BackFlip, which is integrated into the worktop. In addition, mobile telephones can conveniently be charged inductively with the aid of the Qi-Charger in future.