

Internationality and new room concepts

## "Living Spaces": Häcker Kitchens designs six individual country-themed booths

**September 2016.** For Häcker Kitchens, the traditional in-house show is one of the year's highlights. In September, the company will present the kitchen innovations from the new collection to customers and potential customers alike at its Rödinghausen premises. Also on display will be built-in appliances from Blaupunkt, the company's own built-in appliances brand, which has done extremely well. The theme of this year's show is "Living Spaces"; a concept that will also govern the coming months as the company just recently officially celebrated the start of the construction work for a new office building and showroom. It should be completed in 2017, in time for next year's in-house show.

"Living Spaces" – that is the theme of this year's Häcker Kitchens in-house show from 17 to 23 September 2016. The company has extended an invitation to customers and potential customers from all over the world to come to Rödinghausen.



The theme epitomises the successful concept of the owner-managed family business: designing rooms in a way that turns them into kitchens or living spaces, including all those little comforts and conveniences that make life easier. Häcker Kitchens creates environments that allow friends and family to spend time together, and provides plenty of scope for individual creativity with its clever and flexible concepts.

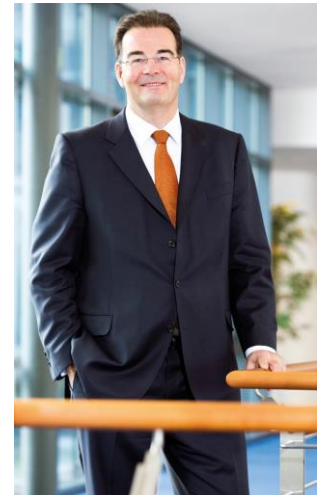
## **"Living Spaces" in six differently styled settings**

The six country-themed booths that create the setting for the in-house show prove that Häcker Kitchens designs work all over the world. The differently styled settings from the United Kingdom, China, Switzerland, the Netherlands, Belgium and France were created by interior designers from the respective countries and reflect specific local requirements. They impressively document that the two ranges classic and systemat unlock design possibilities that take the different international preferences into account.

However, the country-themed booths not only illustrate the differing styles but also demonstrate the entire range of

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possibilities the furniture offers. Häcker Kitchens has long since expanded the space "kitchen". "Whether utility room, cloak-room, dining room or home office – thanks to our many years of experience in the demanding kitchen and commercial spaces segment, our concepts are now tailor-made for different requirements and user groups," says sales and marketing manager Markus Sander. "This functional versatility of our solutions corresponds to the designs, which look as much at home in shared student digs as they do in a high-tech loft or a timber-framed period property."



## **All-in-one marketing with the Blaupunkt brand**

Häcker Kitchens own brand of built-in appliances, Blaupunkt, is a real added value factor for the company. There is a great demand for high quality built-in appliances that are marketed together with kitchen furniture. Whether hob, oven, downdraft extractor or dishwasher – every third "classic" range kitchen is already delivered with a built-in Blaupunkt appliance. This combination of appliances and furniture is also internationally successful: initially, the Blaupunkt product line was marketed in



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Germany, Austria, France, Sweden and the Netherlands only. Switzerland and Italy joined these countries with the EuroCucina 2016. "This success clearly shows that our customers and retail partners have come to appreciate the advantages of all-in-one marketing," says Marcus Roth, the sales manager responsible for Germany and Austria. "They get everything from one supplier, and together with their kitchen furniture, they also receive high quality branded appliances that perfectly match their expectations in terms of design, technology, warranty and service. In addition, this is also a marketing advantage for the retailers, as Blaupunkt appliances can be purchased only through them – they are not available online."



### **Official start of construction of the new building in Rödinghausen**

The growth in all areas has also led to a strong increase in the number of people the company employs. More than 150 new employees joined the team last year – which has also had an impact on the available space. A new office building and showroom is being constructed directly next to the existing



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premises in Rödinghausen. The construction work has already officially started, and the 2017 in-house show, for example, will be held in a larger exhibition area that connects the existing building complex with the new building, which is home to offices and training rooms and also serves as a warehouse. "The entire service area will profit from the new building," says Häcker Kitchens CEO Jochen Finkemeier. "The close proximity will allow us to respond even better to the individual requirements of our customers in future." Furthermore, the new building is also a manifestation of the corporate vision statement: Häcker Kitchens is an open, very active and sophisticated company, as not least also impressively proven by the "Living Spaces" on display at this year's in-house show.



## 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

"Living Spaces" – that's the theme of the Häcker Kitchens 2016 in-house show. In six differently styled spaces, the company impressively demonstrates the design possibilities offered by its current product ranges.

## Image overview & captions



HaeckerKuechen\_LivingSpaces



HaeckerKuechen\_Sander



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HaeckerKuechen\_Roth



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HaeckerKuechen\_FinkemeierJochen