

Häcker Kitchens extensively increases design-oriented product line

**Warm wood meets cool surfaces:
systemat sets new, sophisticated accents.**

September 2016. A wide variety of trends with a whole range of creative solutions: The new products in Häcker Kitchens systemat/systematART ranges more than confirm the company's reputation as a driving force in the area of individual, contemporary kitchen design. The well-thought-out system with a variable, clearly structured basic framework and a wide choice of units in different widths, depths and heights gives kitchen designers even more design freedom with new door veneers and versions without handles. This year, a unique new laminate surface adds that special designer touch.

Best, perfectly streamlined surface quality, even more elegant and available at an affordable price: the new laminate finish concept for the new product line AV 2065 sets new benchmarks in terms of price and looks. Doors, worktops and end panels will be available in this surface finish, which will be launched at the in-house show, in the three contemporary colours Polar White,



Pearl Grey and Taupe. The laminate doors have 45 degree bevelled edges at all sides. Laminate infill panels and shelves with a bevelled edge are also available for a uniform look – and on request, the kitchen is also supplied without handles.

Where veneers are concerned, Häcker Kitchens has also considerably expanded its range this year: wood veneer doors create a natural ambience in the kitchen. In future, customers can choose between five different open pored veneers. Light Oak and Mocha Oak are the two new wood veneers with a horizontal grain. Three new veneers with a vertical grain have been added to the range: Grey Wild Oak or Mocha and Silver Oak. To ensure a uniform look, plinths, end panels, shelves and infill panels are available in all wood finishes.

Driven by the desire for naturalness, a contemporary country-style look has been particularly popular with kitchen buyers for years. Again the main focus is on designing the kitchen in a way that makes it a place where you can take a break from hectic everyday life. The AV 6035 door finish, which expresses precisely this lifestyle, is available in two new shades: Blue Velvet and Taupe. A total of seven new wood finishes have



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been added to the AV 6021 doors with their striking vertical groove: Taupe Oak, Pearl Grey or Lava Grey, Pored Light Oak or Mocha and Pored Grey Oak or Sherry. Together with the three existing wood finishes, these doors now offer alternatives to suit all tastes.



People who appreciate striking material statements should consider the third trendy door line. The "Moving Kitchen" door finish from this year's EuroCucina has been transferred to a new product family: AV 4070. The door prototype was developed further over the past few months and optimised to withstand the daily wear and tear it is subjected to in the kitchen, where it now sets clear accents with its textured surface with a sophisticated metallic gloss finish. These new kitchen doors are available in three colours: Gold, Titan and Bronze.



Another trend issue the company will be addressing at the in-house show are kitchen doors without handles. The new doors with an integrated groove handle first presented at the EuroCucina 2016 create a modern, linear look and are now available for a wide range of selected systemat product lines.

Häcker Kitchens achieves handle-less comfort with various features that have already been successfully established on the market for quite some time now. Another new handle-less kitchen design feature is the mechanical opening aid "Tipmatic Softclose". A gentle tap opens or closes the door. It works without electricity and is completely handle-less; the doors don't even feature a groove or a profile. This completes the Häcker Kitchens range of beautifully designed kitchens that are comfortable to use.

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.

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Shortcut

Numerous trends with a whole range of creative solutions: The new products in Häcker Kitchens systemat/systematART ranges more than confirm the company's reputation as a driving force in the area of individual, contemporary kitchen design.

Image overview & captions



HaeckerKuechen_systemat_AV2065

Image caption:

With the AV 2065, another new product family is available for systemat. Here, Häcker Kitchens has taken the trend for laminate finishes on board. The doors are available in Polar White, Pearl Grey and Taupe and feature a 45 degree bevelled edge on all sides.



HaeckerKuechen_systemat_AV5082

Image caption:

For the in-house show 2016, Häcker Kitchens is making some clever additions to systemat: customers can choose from five different veneers in future. Pored Light Oak and Pored Mocha Oak (see photo) are the two new wood veneers with a horizontal grain.



HaeckerKuechen_systemat_AV6021

Image caption:

A total of seven new wood finishes have been added to the AV 6021 doors with their striking vertical groove: Taupe Oak, Pearl Grey or Lava Grey, Pored Light Oak or Mocha and Pored Grey Oak or Sherry. Together with the three existing wood finishes, these doors now offer alternatives to suit all tastes.



HaeckerKuechen_systemat_AV4070

Image caption:

From prototype to standard production line – with the AV 4070, the "Moving Kitchen" door finish from this year's EuroCucina has become a new product family. The textured surface with a sophisticated metallic gloss finish that is available in the three colours Gold, Titan and Bronze (see photo) is unique.