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United forever – Häcker Kitchens secures perpetual rights to the Blaupunkt trademark in the area of built-in appliances

January 2017. Häcker Kitchens' retail partners have profited from the advantages of all-in-one kitchen furniture and built-in appliance marketing for many years. In September 2014, the company went one decisive step further and launched its own range of built-in appliances under the Blaupunkt brand to great success. Häcker Kitchens has now secured the sole rights to the world-famous, established brand for all times, and will be showing new products at the Living-Kitchen that make cooking even more effortless – and also make buying a kitchen with all of the necessary components already included even easier.

One element of Häcker Kitchens' successful philosophy is to make buying a kitchen as easy and as comfortable as possible for the retail partner and the end customer. The kitchens are therefore individually configurable to match any space and preferred style. The right combination of kitchen furniture and built-

in appliances plays a major role in this respect; a service which Häcker Kitchens offers its customers by way of so-called all-in-one marketing – and for the past almost two years, the company has even marketed its own built-in Blaupunkt brand appliances in the course of this. The market launch of the first series of appliances in 2014 proved to be extremely successful: last year, every third kitchen from the "classic" range sold already included Blaupunkt appliances.



Successful positioning in the market

"Obtaining the rights to the Blaupunkt trademark has turned out to be a first successful milestone," says Markus Sander, Häcker Kitchens sales and marketing manager. "Within the scope of all-in-one marketing, our customers expect a strong built-in appliance brand with an innovative product portfolio – that offers high quality, rather than cutting corners in this respect in order to be able to keep pace with the fiercely competitive prices online. With Blaupunkt, we are meeting precisely those expectations. Since 2014, we have been able to very successfully position the brand in the market."



Häcker Kitchens intends to continue this success story and therefore secured the perpetual rights to the Blaupunkt trademark in the area of built-in appliances in the autumn of 2016, a fact which the company will be celebrating at the LivingKitchen with an extended portfolio.

Range of innovative products for the market mid-segment

Numerous innovations will be on show in Cologne, for example an oven with built-in telescopic rails or **new hobs** with a power boost function. Even more has happened in the area of **refrigeration**: new on offer here is a tall, 145 centimetres high fridge-freezer unit with the energy efficiency rating A++. Also new to the range is a stainless steel look freestanding fridge-freezer. This is again suitable for energy-conscious customers (A++ classification) and offers the perfect features for optimum capacity use with a bottle rack and a "big box" in the freezer part. Highlight amongst the **new dishwashers** is a fully-integrated model that is almost inaudible when in operation and offers optimum convenience with a cutlery tray. Blaupunkt's new **warming drawer** is more



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than just a product improvement. It completes the product portfolio with a practical appliance that perfects the serving of meals.

Blaupunkt is also the only manufacturer to offer an induction hob with an integrated extractor that opens automatically. This **new downdraft extractor** will be visible only when cooking and is constructed in a way that allows the cabinet it is housed in to be used almost unrestrictedly for storage. This can be achieved with the matching Häcker Kitchens hob cabinet, which has not only been pre-configured to house the downdraft extractor but also features drawers and pull-out units.

Under its new and copyrighted label "Multi Control", Blaupunkt is offering innovative built-in appliances that are cleverly connected to each other. This makes it possible to operate the cooker hood features via the hob controls. Another step towards an even more comfortable cooking experience – and therefore another perfect addition to the Häcker Kitchens kitchens.



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 2016, more than 1,400 employees generated turnover of 512 million euros, with exports currently accounting for approx. 40 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

United forever – Häcker Küchen secures the perpetual rights to the Blaupunkt trademark in the area of built-in appliances, thereby offering its retail partners numerous advantages as a result of the all-in-one marketing of kitchen furniture and appliances.

Caption



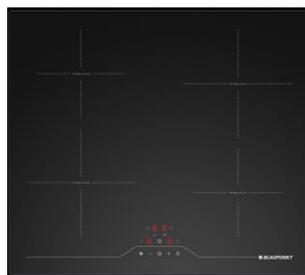
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