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Häcker Kitchens exceeds 500 million euro sales mark for the first time in 2016.

**January 2017. Mission accomplished – and even more: 2016 was a record year for Häcker Kitchens. For the first time, the Rödinghausen-based company reached the sales mark of 500 million euros – and even exceeded it. This success proves that sales of kitchen ranges "Made in Germany" are booming. Spurred on by the above-average growth in the past 12 months, which has also become the company's new benchmark, Häcker Kitchens kicks off the new business year at one of the industry's most important international trade fairs, "LivingKitchen".**

"Our aim is still to achieve sustainable and profitable growth," owner and CEO Jochen Finkemeier said around a year ago about the company's vision. Twelve months later, it has now been confirmed that this aim has been more than achieved. With an around 10 per cent growth in sales, Häcker Kitchens' performance once again clearly exceeded the industry average. For the first time, the eastern Westphalia-based company managed



to generate half a billion euros of sales in one business year and to even go beyond this magic threshold. Over the past two years, Häcker Kitchens has therefore grown its sales by 100 million euros and recruited more than 300 new employees.

### **On the fast lane thanks to consumer closeness**

With a company history that spans almost 120 years, the owner-managed company has strictly pursued its aim of becoming one of the top kitchen furniture manufacturers in Germany in recent years and is now also considered one of the leading global players internationally. The company's above-average growth is based on at least two success factors: despite its success, Häcker Kitchens is firmly rooted in the region and actively pursues consumer closeness. More than 1,400 employees ensure that over 850 kitchens are produced in the Rödinghausen factory every day. From planning and production to marketing, sales and even delivery with the company's own vehicle fleet – all of the main aspects of the business are dealt with at the company's headquarters. Made in Germany – Made in eastern Westphalia. The company focuses as much on good materials and perfect

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quality as on every single one of its employees: "We are fully aware of what makes us so successful," says Jochen Finkemeier. "It's all down to our employees."

Besides these components, variety in terms of design and functionality also ensures the success of the business: Häcker Kitchens' current product range is bang on trend. On the one hand, its two product lines "classic" and "systemat" cover the entire price spectrum. And on the other, the end customer is offered a spectrum that covers the entire bandwidth of what defines contemporary and future kitchens: flexible, comfortable fitted kitchens that reflect the personality of their users and set either stylish accents or seamlessly fit in with existing interior design concepts. The product range is completed by a wide choice of own brand built-in appliances: the Häcker company holds the exclusive rights to the Blaupunkt brand.

"For the LivingKitchen trade fair, we came up with a product display that illustrates the wide spectrum of our kitchen ranges as a reflection of the four elements," says sales and marketing manager Markus Sander. "All of life is made up of Fire, Earth,



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Water and Air – we have transferred this diversity to the model kitchens we are showing at the LivingKitchen 2017 in Cologne."

Häcker Kitchens will continue on the route to success in future – as an important player in this market, impressing its customers with new, smart and innovative kitchens. Häcker Kitchen also supports retailers with a new comprehensive database – the "Product Pilot": "Our new digital information and configuration system helps our retail partners," says Jochen Finkemeier. "It allows them to concentrate even more on their core business – selling kitchens – and to plan the requirements of their customers in even more detail and even more customised."



## **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

Häcker Küchen exceeds 500 million euro sales mark for the first time in 2016. The company therefore continues to grow far beyond the market average. In the past 24 months alone, it has generated sales of around 100 million euros and employed an additional 300 people.

## Caption



HaeckerKuechen\_FinkemeierJochen



HaeckerKuechen\_SanderMarkus

## PRODUCT PILOT

kitchen information system

HaeckerKuechen\_ProductPilot