

# Press Release



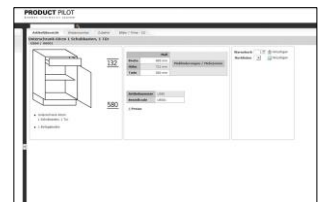
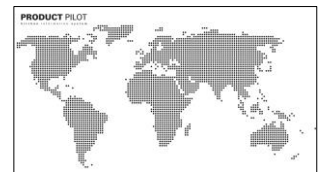
Innovative digital offer for kitchen retailers

## Häcker Kitchens "Product Pilot": All product information delivered digitally at a click

**January 2017. Häcker Kitchens extends its new "Product Pilot" digital offer. Developed especially for kitchen retailers, it consolidates all information in a digital database, making it a particularly useful tool for professional sales consultants. Häcker Kitchens demonstrates the benefits of this innovative system.**

"Networking with the customers" is a key issue for Häcker Kitchens. With its new "Product Pilot" offer, the company is providing a unique digital database that is also easy to use. All of the information about each aspect and the entire product portfolio of the classic and systemat kitchen ranges can be accessed via the "Product Pilot". Besides detailed product information such as dimensions and drawings, all of the possible product feature versions are also listed – so mix-ups are now impossible. In addition, the customers are also provided with fitting instructions and videos for all movable elements. The respective planning and ordering information has been added to each product. It is now no

### PRODUCT PILOT kitchen information system



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longer necessary to manually search for this information in the sales catalogue, which is currently often the case, as the now available alternative method via the extranet is considerably more convenient. Just like the sales catalogue, the "Product Pilot" is also clearly divided into several levels. All features are clearly illustrated under the three tabs "Product overview", "Good to know" and "Accessories" – making the "Product Pilot" very easy to use.



To get to the "Product Pilot", retailers can simply log into the extranet and then access the system via the new tab. After that, they can look for any product by typing in the product name or the product code. Another advantage is that the respective kitchen planning software can also access the "Product Pilot"; it therefore provides direct and comprehensive planning support.

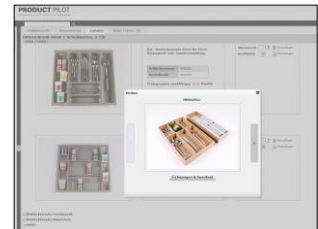
"With our digital database 'Product Pilot', we are offering customers a unique digital offer that makes the planning and equipment of individually planned kitchens even easier than it already is and offers numerous added value factors. With one click, our partners now know the exact specifications of a model type – down to the last millimetre," says sales and marketing manager



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Markus Sander. "However, not only that, but additional equipment features such as cutlery trays for a specific drawer, for example, can be viewed in the form of a photo and selected without the risk of mix-ups. This leads to additional sales."

Häcker Kitchens' new digital offer "Product Pilot" was launched for the "classic" range in German, English and French in the autumn of 2016. As from the start of 2017, it is now also available for the "systemat" range, again in German, English and French.



## **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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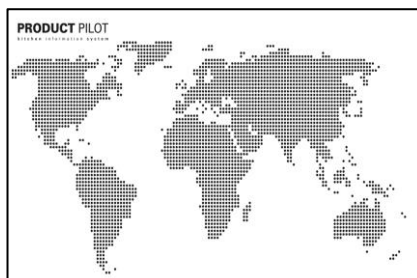
## Shortcut

Innovative digital offer for kitchen retailers: With its "Product Pilot", Häcker Kitchens is making all of the product information available to customers digitally at a click.

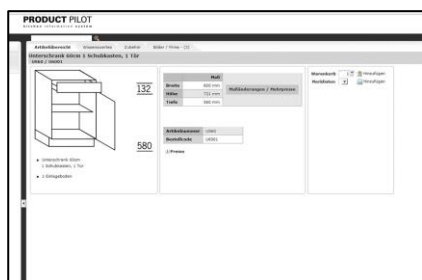
## Caption

**PRODUCT PILOT**  
kitchen information system

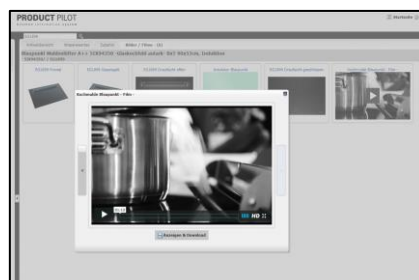
HaeckerKuechen\_ProductPilot



HaeckerKuechen\_ProductPilot\_ Weltkarte



HaeckerKuechen\_ProductPilot\_ Unterschrank

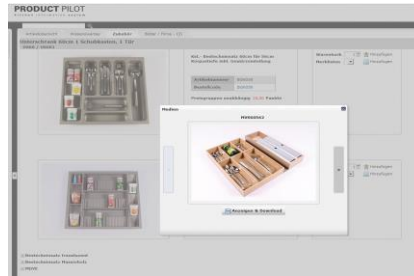


HaeckerKuechen\_ProductPilot\_ Muldenluefter\_Film

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HaeckerKuechen\_Sander



HaeckerKuechen\_Product  
Pilot\_Besteckeinsatz\_MOVE