

Successful business development

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

January 2017. Mission accomplished – and even more: the year 2016 was a record year for Häcker Kitchens. With a turnover of 512 million euros, the Rödinghausen-based company has for the first time exceeded the sales mark of 500 million euros. This outstanding business performance is the result of a long-term growth strategy which the company intends to successfully continue in 2017.

With a 9.9% increase in sales to 512 million euros compared to last year (2015: 466 million euros), Häcker Kitchens has managed to exceed its forecasted sales. This record figure is due to an exceptionally good business performance both in Germany as well as on the international markets. Whilst the domestic growth figure of 6.7% lies considerably above the industry average, Häcker Kitchens even managed to achieve a double-digit growth figure with the international export side of the business: the com-

pany's sales abroad went up by 16.3%. The international business is now worth more than 200 million euros - or 39.5% of the company's total sales.

Blaupunkt in the fast lane

Equally satisfying is the performance of the company's own appliance brand Blaupunkt: here, Häcker Kitchens managed to significantly increase the level of brand awareness and also the range of products. The built-in appliances have also been adapted to the international markets; the Blaupunkt brand is therefore on course for ongoing growth in the current business year.

"As far as we are concerned, the excellent results confirm that we are meeting the needs of our customers with our products," says sales and marketing manager Markus Sander. In 2016, Häcker Kitchens produced more than 1.9 million kitchen units, which represents a volume increase of 6%. The increased average value of the kitchens sold is above all due to the extremely good national and international specialist retailer response to the company's products. "Our higher-priced product range 'systemat'

has sold even better than the successful 'classic' product range," Markus Sanders says enthusiastically.

Extensive investments into further growth

To secure the growth strategy long-term, substantial investments will be made in 2017: around 36 million euros have been earmarked for the management side of the business and for machinery. "The foundations of our new office building and showroom were laid in the summer of 2016, and the shell and core works are currently under way," says Dirk Krupka, Häcker Kitchens' technology manager. The new Häcker Kitchens building at the company's headquarters in Rödinghausen will provide 7,500 square metres of floor space for new offices, training rooms and a showroom extension.

These new rooms also reflect the growth in personnel, which continued in 2016: at the end of 2016, Häcker Kitchens employed 1,429 people, a 7% increase compared to last year. Stefan Möller, who has worked for the company for many years and is responsible for purchasing and product development, joined the management board in 2016: "We wouldn't be where we are today

if our relationships with our suppliers weren't built on mutual trust," says Stefan Möller. "We would like to thank all of our business partners for this successful cooperation."

Ensuring future business success

Häcker Kitchens is in an excellent position for 2017 and the future thereafter. The company's employees play a major role in this respect: "Our company's most important drivers are the people who work for us," says Jochen Finkemeier, the owner and CEO of Häcker Kitchens. "They have made last year one of the most successful in the company history. We would like to extend our very special thanks to them for this, and are looking forward to reaching further milestones with this team over the next few years."

This year's first important date is already on the agenda: Under the motto "Elements", Häcker Kitchens will present the company's new product highlights for 2017 at the international kitchen event LivingKitchen in Cologne.

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.

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Press Release

Shortcut

Mission accomplished – and even more: the year 2016 was a record year for Häcker Kitchens. With a turnover of 512 million euros, the Rödinghausen-based company has exceeded the half a billion sales mark for the first time.

Caption



HaeckerKuechen_Sander



HaeckerKuechen_Krupka



HaeckerKuechen_Moeller



HaeckerKuechen_Finkemeier