

LivingKitchen 2017, 16 - 22 January 2017

Häcker Kitchens for the LivingKitchen 2017:

"New products that make you feel in your element."

***January 2017.* This year, Häcker Kitchens' LivingKitchen trade fair display is dedicated to the motto of "Elements". The four elements Fire, Water, Air and Earth are not only reflected in the specially redesigned logo – the five model kitchens Häcker is showing in Cologne also invite you to experience the basic elements of all life with all of your senses.**

The four fundamental elements of all life were defined in antiquity. And just like Fire, Water, Air and Earth embodied life in ancient times, the kitchen now symbolises the hub of people's lives. In the kitchen, you sit together with family and friends, cook and enjoy. At the LivingKitchen, Häcker Kitchens transfers these aspects to its model kitchens: five kitchens from the "classic" and "systemat" ranges will be shown in an exhibition space measuring 550 square metres. Each of these model kitchens symbolises one of the four elements – and also illustrates the huge diversity and amazing quality of the Häcker Kitchens kitchen ranges.



"classic": with a new front design - modern & versatile

For years, the "classic"/"classicArt" kitchen ranges have impressively proven that quality and customised design do not have to be out of the reach of price-conscious customers. At the Living-Kitchen, Häcker Kitchens will be presenting the new colours, fronts and decors for the 2017 collection – as well as a special highlight, the new front design Integrale. With a thickness of 22mm, Integrale embodies solid stability, yet the design also looks elegant and understated. Another design element are identically sized inset handles positioned in the centre of the cabinet front. On the trade fair exhibition space, type Integrale in the colour White blends into a model kitchen with a cloudy sky canopy that embodies the element Air.

The second "classic" model kitchen, Laser Soft, on the other hand, stands for the element Earth: its green moss wall in combination with warm, natural materials are bang on trend. The new colour shade Mocha Brown goes perfectly with this: its matt lacquer finish not only looks natural but also has a pleasant feel.



"systemat": the individual design line

With its design line systemat, Häcker Kitchens is a trendsetter in the area of customised and contemporary kitchen design. A well-thought-out system with a variable, clearly structured basic scheme greatly expands the scope for kitchen designers with new cabinet front veneers and handleless versions. Three examples of the design freedom "systemat" offers can be experienced at the LivingKitchen: with its fireplace, the systemat AV 4070 Bronze in combination with AV 5082 Wild Oak Mocha stands for the element Fire.



Water – the last element – is embodied by the systemat AV 6000, which is shown at the LivingKitchen in Blue Velvet. Apart from the beautiful blue shade of the lacquer finish, it is the sink that is the centrepiece of this model kitchen – another nod towards the trade fair motto, "Elements".



A fifth kitchen presents the new laminate front finish systemat AV 2065 in Polar White. The new line offers an outstanding, homogenous quality finish and is attractively priced. The laminate fronts feature a striking 45 degree bevelled edge on all sides, and for a uniform overall kitchen look, all shelves and infill panels are



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also available in a laminate finish with a bevelled edge. Also a perfect match are the new integrated handles that emphasise the linear look of the AV 2065.

"At the LivingKitchen, we are illustrating the wide diversity of our ranges with five kitchen examples. You can literally experience kitchens with all your senses on our exhibition space," says head of sales and marketing Markus Sander. "Häcker Kitchens' 'Elements' display is an emotional experience. It proves the old saying, 'Home is where the hearth is!'"



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 Kitchens' display at the LivingKitchen 2017 is entitled "Elements". The five model kitchens exhibited are staged in relation to the four elements of Fire, Water, Air and Earth, thereby appealing to all of the visitors' senses.

Caption



HaeckerKuechen_SanderMarkus



HaeckerKuechen_Integrale_weiss



HaeckerKuechen_Integrale_1



HaeckerKuechen_Integrale_2



HaeckerKuechen_Laser_soft_1

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HaeckerKuechen_Laser_soft_2



HaeckerKuechen_AV4070_
Bronze_5082_Wildeiche_Mokka



HaeckerKuechen_AV6000_1



HaeckerKuechen_AV6000_2



HaeckerKuechen_AV2065_1



HaeckerKuechen_AV2065_2