

Sadecc 2017, 7 - 10 April 2017

Häcker Kitchens at SADECC for the fifth time

March 2017. Between 7 and 10 April 2017, the Euroexpo Exhibition Park in Lyon will welcome more than 120 companies and brands. Häcker Kitchens will be exhibiting at the SADECC for the fifth time; this time round with a stand design that will introduce an industrial look with an urban character to the French kitchen trade show. In a modern and relaxed atmosphere, the trade visitors can look forward to 144 square metres of spring-inspired colours, understated elegance and state-of-the-art quality workmanship.

These days, the kitchen is a living space that has been carefully designed to match people's individual requirements and preferences. In this respect, customers above all value functionality, high quality equipment and an attractive design. With the four show kitchens Häcker will be exhibiting at the SADECC 2017, the company proves how these three aspects can be combined in the perfect way.

The Laser Brillant GL kitchen impresses with high quality gloss laminate fronts and a handleless design. The modern colour

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combination of white and aquamarine emphasises the linear look. The extremely successful range Laser Soft is the counterpart of the Brilliant line. The matt version is characterised by extremely calm surfaces; the combination of fronts in mocha brown and shelves in basalt grey particularly emphasise this aspect.

The kitchens AV 4070GL, in an elegant bronze-coloured metallic finish, and AV 5082-GL, in pored wild oak mocha, also rely on natural shades. Both show kitchens come from the sophisticated and design-focused product line systemat/systematART. Wild oak mocha is one of the three veneers with a vertical grain which Häcker Kitchens has recently introduced to the range in order to meet the customers' preference for a natural ambience even better. "The customers above all praise the comprehensive concept Häcker Kitchens offers; that is also why we intend to keep on reminding the French specialist retailers of the diversity of Häcker Kitchens. We are looking forward to meeting all of the SADECC visitors who are prepared to show some true French savoir-vivre by taking the time to drop by our stand," says Jörg Varnholt, the Sales Manager who looks after the company's European export countries. At this year's trade show, Mr Varnholt



will be supported by two new key account managers, Gabriele Draba and Karim Lafhim, who are responsible for France.

The show kitchen AV 4030 in lava grey, which impresses with a clear-cut and orderly spatial concept, is the perfect last stop on a tour of the Häcker Kitchens exhibition area. The fronts and carcasses, which are the same colour on the inside and outside, offer a homogenous look. The polar white splashback and worktop provide visual breaks. The kitchen's functional highlights include an electricity-powered wall climber unit and a movable additional tabletop. The Häcker Kitchens show kitchens will also feature built-in appliances from Blaupunkt, the company's own brand that is available only and exclusively from Häcker.

The SADECC is held every two years and is open to trade visitors only. The latter fact ensures that international kitchen manufacturers appreciate the trade show above all for the opportunities it provides for meaningful and in-depth expert conversations. By exhibiting at the show for what will now be the fifth year in a row, Häcker Kitchens wants to prove once again that the excellent reputation German kitchens enjoy in France is more than justified.

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

For further information, please contact Karsten Bäumer, Head of Communication & PR for Häcker Kitchens, or our PR agency GOOS COMMUNICATION

Häcker Kitchens GmbH & Co. KG

Mr. Karsten Bäumer – Head of Communication & PR

Telefon: +49 (0) 5746/940-297

E-Mail: kbaeumer@haecker-kuechen.de

GOOS COMMUNICATION GmbH & Co.KG

Mr. Florian Goos

Geibelstraße 46a, 22303 Hamburg

Germany

Telefon: +49 (0) 40/284 1787-0

E-Mail: haeckerkuechen@goos-communication.com

Shortcut

Häcker Kitchens to exhibit at the SADECC in Lyon for the fifth time in a row. Four show kitchens will prove to the French trade audience just how well Häcker Kitchens combines functionality with high quality equipment and an attractive design.

Image overview & captions



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