

Totally new in-house showroom concept

Häcker Kitchens shows its visitors a world of kitchen experiences

August 2017. A visit to Paris wouldn't be complete without seeing the Eiffel Tower; in New York, the Statue of Liberty is a must and in Sydney, the opera house. And during this year's "Küchenmeile A30" event from 16 to 21 September, the Häcker Kitchens showroom will be "the place to be". A slight exaggeration? Not really, because the Rödinghausen-based kitchen manufacturer has just completed the most extensive redesign of its in-house showroom in the company history. The exhibition spaces have been completely remodelled from scratch. Häcker Kitchens will be welcoming visitors to its in-house showroom with the motto "Welcome Home", and will once again present numerous innovations this year.

"The conversion concept was the biggest investment into an exhibition space in the company history," says sales and marketing manager Markus Sander, not without pride. The result has been more than worth the effort; variety guaranteed, because from

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now onwards, visitors to the Häcker Kitchens showroom will be transported to various different kitchen worlds. The ambience of the actual showroom is extremely contemporary: A charming industrial look has been combined with warm wooden colours; the individual areas are open-plan and transparent. Communication and inspiration spaces seamlessly flow into open-plan kitchen settings – visitors are carried off to a completely new world of kitchen experiences that appeal to all senses.

Meeting zones and rooms in another way

The elegant espresso bar is the hub of the new meeting area. A greenhouse directly next to it provides light and lets the outdoors in. This meeting zone is framed by cosy lounge furniture. Another meeting room is furnished like a traditional lounge with fireplace – it is luxurious and natural, and stylishly equipped with the company's own kitchen furniture. "The new concept is completely removed and different from the previous showroom. We want to surprise and inspire our visitors more than ever before," promises Markus Sander.



Product innovations in all areas

The exhibition's innovative character is emphasised even more by the wide range of new products. After all, contemporary, innovative kitchens are still the real stars of the setup. The two product ranges classic/classicART and systemat/systematART impress with new front and worktop designs and numerous extra features. The company's own brand built-in Blaupunkt appliances add even more excitement with innovative features and a range that is now even wider and will be available in even more countries in future. The new presentation space also has an area dedicated to the issues of ecology and sustainability. And all of this taken together is the reason why saying that the Häcker Kitchens showroom exhibition is "the place to be" this autumn is hardly an exaggeration!

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 1,450 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

For this year's "Küchenmeile A30" event, Häcker Kitchens has completely redesigned its showroom; nothing has been left as it was. It now features a world of kitchen experiences. Visitors to Rödinghausen can look forward to new kitchen designs, innovative built-in appliances and plenty of spaces for communication.

Image overview & captions



HaeckerKuechen_EspressoBar



HaeckerKuechen_Cubes & Workshop