

Innovative highlights from the built-in appliances brand at the 2017 in-house exhibition

Hitting the spot: Blaupunkt presents its latest products for international customers

September 2017. The food prepared in kitchens differs from country to country – the preferences regarding kitchen appliances are also subject to regional differences. The new collection from traditional brand Blaupunkt caters for this market demand and features intelligent solutions for the modern kitchen.

The fact that kitchens are becoming more and more customised and customers now value design just as much as functionality is a topic that is occupying the minds of more than just the furniture manufacturers. It is precisely for this reason that Blaupunkt has included two new cookers in its range; both featuring stylish black glass. This elegant yet mysterious alternative to the classic cooker design has now reached a market share of approximately 15 percent. “With our black glass option, we are demonstrating that kitchen appliances shape the style of the kitchen just as much as the surfaces and fronts”, explains Olaf Thuleweit. “The



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fact that our appliances are not just trendsetting in terms of functionality, but also in terms of design, is part of the tradition of our brand; and, when you consider this example, it is something that is very well-received by customers.” In addition to the new cookers, which are available with a combination of pyrolysis and hydrolysis or just hydrolysis, Blaupunkt has also included a matching black glass combi-steam cooker, which goes perfectly with the cooker. If you prefer classic design to the black glass version, you will soon be able to purchase a combi-steam cooker and combi-microwave from Blaupunkt in a consistent stainless-steel look.



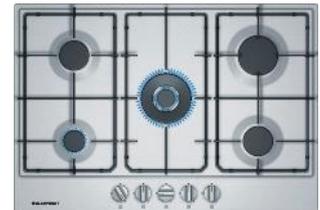
The new product range will be presented at the Häcker Küchen in-house exhibition and will be available to buy from autumn 2017.

“We pay close attention to the requirements that international customers place on their kitchen appliances”, says Olaf Thuleweit from Blaupunkt. “Our collection comes in response to this – the region-specific models reflect our international ambitions.”



New and complete: the Ceran hob collection

The new range of Ceran hobs has been tailored to suit customer requirements. These hobs are not just available for flush installation; they are also available in a number of different versions: with two circular and one large cooking zone measuring 60 cm and 80 cm respectively; a model with four 60 cm wide cooking zones and a domino hob with a 30 cm width. The range also features gas hobs, which are especially popular in overseas markets. As a result of their outstanding cooking characteristics, they continue to enjoy great popularity, especially amongst professional chefs and serious amateur cooks.



Cooling 2.0 – no frost and totally consistent with the kitchen design

Blaupunkt will be presenting a previously unrivalled range at the Häcker Küchen exhibition in September 2017, and it is a collection that is sure to excite customers from around the world. This international focus can be seen in the NoFrost feature found in the refrigeration appliances: The freezer compartment remains free from ice on the NoFrost appliances thanks to a special air

circulation and extraction system; it also prevents food from ripening. Blaupunkt has equipped its new 178 cm tall refrigerator with this feature – which is in great demand across many European markets and is gaining importance in Germany too. Besides the full-space refrigerator, the range also features a built-in version. “Under-counter refrigerators are popular amongst our customers and have been included in the Blaupunkt range”, says Olaf Thuleweit. The existing range has also been improved.

Better efficiency, better features

Technical improvements are, of course, also a key focus of Blaupunkt product managers. The induction hob with built-in extractor has been modified, for example: The so-called hob extractor is now considerably quieter and yet has lost none of its power.

MultiControl sees the suction being automatically controlled by the extractor hood. Together with a brand new lighting control, which sees the brightness, warmth of the lighting and the extractor hood itself being controlled by remote control, the intelligently revised MultiControl represents a real USP within the kitchen market.

While the extractor hoods include numerous new models with improved energy-efficiency without a price increase, so customers can live a more climate-neutral life; the top-of-the-range dishwasher is now categorised as energy-efficiency class A+++. In addition, the fully integrated and partially integrated dishwashers have also been revised and improved.

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

The food prepared in kitchens differs from country to country – the preferences regarding kitchen appliances are also subject to regional differences. Traditional brand Blaupunkt addresses this market demand with its new collection. Examples include a full-space refrigerator with NoFrost feature and the new range of gas hobs.

Image overview & captions



HaeckerKuechen_Blaupunkt_Thuleweit_Olaf



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HaeckerKuechen_Malaga_weiss_Hochschraenke



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