

Press Release



Real concrete for an urban industrial look

Häcker Kitchens goes for design

September 2017. With a unique real concrete finish, Häcker Kitchens is rediscovering a classic material. The urban industrial look finish is trendy and proof of the long-established company's design expertise. The other product highlights launched by Häcker Kitchens within the scope of the "Küchenmeile A30" event confirm the company's design versatility and trend-consciousness.

A material rediscovered: Concrete offers many advantages as a building material, but a new generation is now also discovering its aesthetic appeal. With its fine pores and shades of grey, no material is better suited to introducing an urban industrial look to interiors – a trend that has now also reached kitchens: Häcker Kitchens is the only manufacturer in the industry that has developed a real concrete finish. The real concrete finish available for the systemat product family is smooth yet also lively. Its pored character adds a texture to the finish that now introduces the typical concrete look to the kitchen. The contemporary finish is avail-



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able for doors, worktops and side panels. Bevelled textured concrete edging around the kitchen furniture creates a uniform overall impression. The doors are available in the finishes "Real Concrete Natural" and "Real Concrete Dark".



"Silver Star" introduces a sophisticated stone finish to kitchens

"With the dark colours we first showed at the Küchenwohntrends exhibition of trends for home interiors and kitchens, we have proven that we are always up to date with the zeitgeist. With our new design 'Silver Star', we are expanding our offer in this colour spectrum," says sales and marketing manager Markus Sander. For lovers of natural materials, Häcker Kitchens has also extended the systemat portfolio with "Silver Star": The stone veneer finish introduces the unique patterns of natural stone into the kitchen – and the matt black sides and edges make a strong design statement.



The dark colours, the purist concrete look and the authentic stone veneer are totally trendy and unlock a wide a range of combination alternatives with other materials: They go as well with



sophisticated natural wood as they do with high gloss doors in elegant colours or timeless glass elements.

New trend colours offer wide variety of combination alternatives

The strong concrete and stone statement is complemented by the additional new trend colours that have been added to the door collection. In the classic range, the colour spectrum has been extended by Polar White, Ultimate Matt Black, various shades of Oak and Graphite – which can be combined with a wide choice of worktops in finishes that range from Oak to Pearl Grey, from Stainless Steel to numerous new shades.

The systemat colour spectrum has also been expanded: In the man-made material area with a new design in four striking wood shades, and in the solid wood area with a new pored and brushed veneer finish. The colours White and Lava Grey have been added to the laminate concept with the robust finish and bevelled edges launched last year. Matching stainless steel coloured handles which again feature a bevelled edge are now also available. Two new environment colours, "Orange" and "Limette", have



also been introduced. They will appeal to a young, trendy audience. The niche covers which extend the kitchen planning combination alternatives even further are also totally contemporary: All in all, Häcker Kitchens customers can choose from a range of ten new finishes – with a spectrum that ranges from the patterned, oriental-looking finish of the "Marrakesh" range to a stone look that seamlessly matches the urban style of the real concrete finishes.

Design matches function

With the new colour and material spectrums, Häcker Kitchens emphasises its position as a driving force when it comes to the kitchen as a design experience. The wide range of designs is supported by well-thought-out functional features: For over 70 years, Häcker Kitchens has stood for kitchens that offer a maximum of quality, functionality and durability. The new product portfolio therefore also features new handle design that feel nicer to touch thanks to their milled finish.



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

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

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

E-Mail: kbaeumer@haecker-kuechen.de

GOOS COMMUNICATION GmbH & Co.KG

Mrs. Sabine Schamberger

Geibelstraße 46a, 22303 Hamburg

Germany

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

E-Mail: haeckerkuechen@goos-communication.com

Shortcut

Häcker Kitchens goes for design: For the in-house show on the occasion of the "Küchenmeile A30" event, Häcker Kitchens is rediscovering a classic material. Its unique real concrete finish is one of the innovations with which the company is picking up on the trend for urban industrial look doors, thereby proving its design expertise. The other product highlights introduced by the company confirm the long-established company's versatility and trend-consciousness.

Image overview & captions



HaeckerKuechen_AV5084_Alteiche



HaeckerKuechen_Griffmodell_weiß



HaeckerKuechen_AV7000_GL_
Echtbeton_natur



HaeckerKuechen_AV7000_GL_
Echtbeton_natur_Detail



HaeckerKuechen_Design_Limette



HaeckerKuechen_Design_Orange



HaeckerKuechen_Spachtelbeton_graphit



HaeckerKuechen_classic
Korpus-weiss-graphit