

Innovative highlights for the fitted appliances brand at EuroCucina 2018
**Customer needs in focus: Blaupunkt presents
product innovations internationally**

01/04/2018. Preferences in the field of kitchen appliances are always subject to regional differences. Market needs must be recognised and implemented accordingly. In this respect, the long-established brand Blaupunkt is taking charge and presenting its new collection of intelligent solutions for the modern kitchen at the international kitchen fair EuroCucina in Milan.

The kitchen is continuously becoming more individual and varied. At this juncture, visual effect and handling must go hand in hand. Blaupunkt has forced the pace with this field of development and, for its customers, integrated two new baking ovens based on trendy black glass into its programme. This elegant-mysterious alternative to classically designed baking ovens now has a market share of around 15 per cent. With our black-glass variant, we are showing that kitchen appliances – just like surfaces and fronts – determine the style of the kitchen. In this way, Blaupunkt is inserting itself cleverly into the modern



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Häcker design, according to Olaf Thuleweit. “The fact that we set trends with our appliances not only functionally, but also with regard to design, is a part of our brand’s tradition – and goes down more than well with the customers.” In keeping with the new baking ovens, among which customers can choose between the combination of pyrolysis and hydrolysis or only hydrolysis, Blaupunkt has also introduced a combined steam cooker in black-glass design that constitutes a perfect design unit along with the oven. Anyone who prefers classical design to the black-glass variant can acquire a combined steam cooker and a combined microwave from Blaupunkt, also in the uniform high-grade-steel look. This additional standard article has already shown itself to be an inspired decision.

The new product range, which has been available in retail since last autumn, will now also be presented internationally at EuroCucina 2018 by Häcker Küchen.

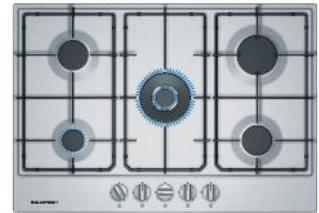
“We observe very closely which requirements the international customers are insisting on for their kitchen appliances, says Olaf Thuleweit, Blaupunkt’s CEO. “We respond to that with our collection, which with country-specific models reflects our



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international ambitions. Most recently, we started up in the United Kingdom .”

The new programme of ceramic hobs, was made to measure for customers’ wishes, too. These can be installed flush-mounted and are available in a range of variants. The range was completed further by gas hobs, which are particularly popular in the foreign markets.



Already at the Häcker in-house exhibition last September, Blaupunkt was presenting itself with an unprecedented degree of diversity that also meets international needs. With the cooling appliances, this standpoint shows itself for example with the no-frost theme: Thanks to special technology, the cold store remains ice-free thanks to no-frost appliances. With this feature that is heavily in demand on many European markets, Blaupunkt is now fitting out its current, 178 cm high refrigerator. Alongside the new freestanding refrigerator, an built-in variant rounds off the assortment.

The focal points of the Blaupunkt product managers naturally also included technical improvements. For example, the induction hobs with built-in ventilation were modified. The

already very low-noise hob extractor now work even more quietly without sacrificing performance.

In the multi-control area, the suction is steered automatically by the extractor hood. In combination with a brand-new light control system, with which brightness and luminous intensity of the kitchen and the extractor hood can be regulated with remote control, the intelligently reworked multi-control system is a real unique selling point on the kitchens market.

Häcker Küchen – the company

The owner-operated family company has been in existence since 1898. Since 1965, it produces modern fitted kitchens on site, in Rödinghausen, East Westphalia, the centre of the German kitchen furniture industry. In 2017, more than 1,550 employees generated a turnover of €553 million. The export share is currently around 40 percent. The company's development is shaped by continuous growth and future-oriented investments. Currently, more than 60 countries on all continents are being provided with kitchens "Made in Germany." Retail traders can choose between two product lines for different market segments: for the entry-level, classic and classicART, and in the middle and upper price segments, systemat and systematART. The range is rounded off with a wide selection of Häcker's Blaupunkt brand kitchen appliances, to which Häcker Küchen holds the sole rights.

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Shortcut

Preferences in the field of kitchen appliances are always subject to regional differences. These market needs must be recognised and implemented accordingly. In this respect, the long-established brand Blaupunkt is making the pace with its new collection and will be presenting itself at the international kitchen fair EuroCucina with intelligent solutions for the modern kitchen that have already proven themselves on the market.

Image overview



HaeckerKuechen_Blaupunkt_Thuleweit_Olaf



HaeckerKuechen_Uno_graphit_M+Geraete



HaeckerKuechen_Malaga_weiss_Hochschraenke

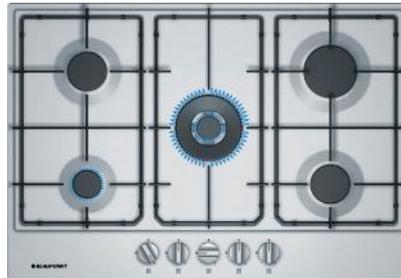


HaeckerKuechen_Malaga_weiss_M1

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HaeckerKuechen_Blaupunkt_
Gas hob



HaeckerKuechen_Blaupunkt_
Gas hob_2