

Häcker presents extraordinary material designs in Milan

### Highlight ceramics: Häcker Küchen presents product innovations at EuroCucina

**01/04/2018. Ceramics as robust partner for comfort and design of a kitchen? Oh yes! Häcker is demonstrating at the EuroCucina in Milan, one of the world's most important international trade fairs in the kitchen world, how that works. In addition, genuine concrete surfaces in the urban industry look illustrate powerfully the long-established company's design competence. Further innovations, as well as product optimisations in various colours, round off the fair presence innovatively.**

Meeting place Milan: The international kitchens fair EuroCucina is where architects, designers and business enterprises inform each other about the latest trends in the industry. Here, Häcker not only presents new innovations in the world of kitchens, but is also celebrating its 120th company anniversary with the motto "120 years of inspiration".

The spectacularly designed fair stand offers an appealing framework for that: On 450 square metres of space, Häcker

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Küchen has created an innovative and visually appealing presentation environment.

Many novelties in the surfaces area and in the segment handle less show the five kitchens that Häcker is presenting at the EuroCucina.

In particular, the new fronts, worktops and base cabinet pilasters with a ceramic surface constitute the focal point of the systemat product family. Impervious to water, recyclable, food-safe: The latest manufacturing processes turn the ceramic material, which consists of natural raw materials, into a homogeneous and low-maintenance working material that Häcker is transferring innovatively into the world of kitchens. The ceramic surface combines the highest design standards with versatile functionality. The six colour versions generate special emphases in the process. Finish Grafite Stone can be obtained exclusively from Häcker.

Within the scope of the permanent product optimization, the with an intelligent light system equipped metal fitting system for the SlightLift, which constitutes a wall cabinet and a shelf



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**Häcker**  
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simultaneously, was modified so that the slide and lift-up doors can be operated even more intuitively than before.

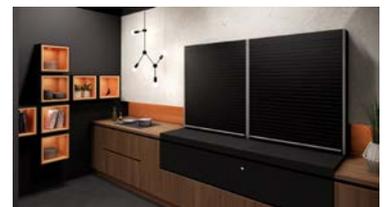
Concrete statement: With a trend-conscious real concrete surface, Häcker is additionally presenting an urban industry look that convinces at EuroCucina even without handles. Particular eye-catchers are the metal-framed black door with shaded glass in rhombus visuals and trendy sled-type frame.

The presentation of the classical frame front AV 5040 in high gloss lacquer as well as shelf system one in a black-painted metal design harmoniously round off the systemat presence.

The Toronto GL shows a new optimised glass roller-shutter worktop wall unit with low-noise walking sound impact as well as the colour enhancement of the channel handle in black matt.

Country style: As a visual pendant, on the other hand, an American kitchen design convinces with sizeable floor-mounted appliances as well as style elements such as pilasters and decorative profiles.

“We are very proud of our enhanced fair presence at the EuroCucina 2018. We are showing how versatile, innovative



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and trend-conscious our Häcker kitchen design is and how our kitchen solutions are as functional as they are high-quality” says Jörg Varnholt, Sales Manager Export Europe Häcker Küchen. “2018 will be another innovative kitchen year for our customers.”



## **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.

## **Press contact**

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## Shortcut

Ceramics as a robust partner for the comfort and design of a kitchen: Häcker is demonstrating at the EuroCucina in Milan how that works. In addition, genuine concrete surfaces in the urban industry look illustrate powerfully the long-established company's design competence. Further innovations, as well as product optimisations in various colours, round off the fair presence innovatively.

## Image overview



AV 8000-GL calcatta



AV 7000-GL natural real concrete



Toronto-GL cognac vintage oak



AV 5040 white



Bristol graphite



**Jörg Varnholt**  
Sales Manager Export Europe