

Press release



Häcker celebrates “120 years of inspiration” in Milan

Häcker Küchen convinces with spectacular fair stand at EuroCucina

01/04/2018. EuroCucina in the spring: Milan offers the framework for one of the most important international trade fairs in the world of kitchens. Creative as well as relevant companies are receiving inspirations from all aspects of homes and kitchens. Häcker Küchen is grasping the opportunity to present innovations in an extraordinary atmosphere that stimulates all the senses and takes the guests on an interactive trip through the company’s 120-year history.

At this year’s fair stand at the EuroCucina in Milan, Häcker demonstrates on 450 square metres that emotions go hand in hand with kitchen design and functional highlights. Like toothed wheels, the presentation of high quality, a modern look and comfort dovetail with each other without losing sight of the essentials: the kitchen.

In terms of its design and the materials used, the stand is reminiscent of a **chalet in the Swiss Alps.**



And it is well thought out: Häcker Küchen is synonymous with elegance, professionalism and high quality. But the atmosphere should be a significant factor as well. Häcker has been living out these values for 120 years now and inspires customers around the world.

Communication as the key: The Häcker fair stand convinces with its openness and transparency. In its centre, the guest lounge invites visitors to engage in intensive conversation. A separate adventure area allows visitors to participate in an appealing manner in the 120-year success story of Häcker, who in turn impresses with an unusual kitchen survey.

The catering area is under a hanging garden. Atmospheric light and many plants generate a special atmosphere and comfort.

The theme of the chalet in the Swiss Alps recurs throughout the fair stand's decoration: Dark anthracite with rough larch wood and accentuated light create an atmospheric framework.

Fittingly, the fair visitor finds urban elements in warm colours.

Felt, wood and fur round off the theme's look and feel.

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Kitchen staging: Decorated with much love of detail, the kitchens presented have a great deal of charm that invites the guests to linger for a while.

The company's own appliance brand Blaupunkt is also being integrated into the overall scenery of the fair stand in a creative and well-thought-out way. Its tradition is being respected in the appropriate manner.

The theme of PURemission, which is important for Häcker kitchens and, in the course of sustainability management stands for formaldehyde reduced wood products, will be presented at the fair stand not just vividly, but also in a way that stimulates all of the senses.

“Our fair presence this year at the EuroCucina literally touches all of our senses. We look forward to an inspiring fair that heralds an exciting kitchen year in 2018, in which design and functionality constitute a homogeneous whole, says Markus Sander, head of sales, marketing and controlling at Häcker Küchen.



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

The EuroCucina is one of the most important international trade fairs in the world of kitchens. The visitor receives inspirations that flow from the innovations in the kitchens industry. Häcker Küchen is grasping the opportunity to present innovations in an extraordinary atmosphere that stimulates all the senses and takes the guests on an interactive trip through the company's 120-year history.

Image overview



Trade fair at the EuroCucina 2018



Markus Sander

Head of sales,
Marketing and Controlling