

## Press release



Häcker participates at EuroCucina 2018 in Milan

### “120 years of inspiration” - Häcker Küchen celebrates company anniversary at the EuroCucina

**01/04/2018. The EuroCucina is one of the most important international trade fairs in the world of kitchens. This April, Milan will again be the meeting point for architects, designers, companies and everyone who wants to keep up to date about the latest trends in the industry. As well as presenting innovative new developments, Häcker Küchen is using the fair as an occasion to celebrate this year’s company anniversary in a spectacular way.**

The Häcker success story began 120 years ago with the foundation of a joiner’s workshop by the carpenter Hermann Häcker. The company’s development is shaped by continuous growth and future-oriented investments. The international trade fair is a good opportunity to celebrate this in a fitting manner with customers and visitors.

The fair stand, which had again been enhanced, provides the appropriate basis for that: on 450 square metres



Häcker Küchen has created an open and transparent place for communication. The guest lounge invites visitors to engage in intensive conversations. A separate adventure area allows visitors to participate in the 120-year success story of Häcker.

Numerous innovations in the areas of fronts, surfaces and the handle less segment (*grifflos*) show the five kitchens that Häcker is presenting at the EuroCucina.

Also the company's own built-in appliances brand Blaupunkt is being integrated into the overall scenery of the trade fair in a creative and well-thought-out way. Its tradition was respected in the fitting manner.

The theme of PURemission, which is important for Häcker Küchen and, in the course of sustainability management, stands for formaldehyde-reduced wood products, is presented at the fair stand vividly and with all the senses.

“We are thrilled by this exciting fair, which along with our in-house exhibition in September is certainly the event highlight of 2018. In addition, our 120th company anniversary is also giving grounds for gratification“, says Markus Sander, head of sales, marketing and controlling at Häcker Küchen.

Kitchens are steadily becoming more popular and are consequently currently in the process of replacing the car as the favourite status symbol for German consumers. Häcker takes advantage of this trend: The company doubled its sales every ten years. In the last three years, Häcker Küchen has grown by almost 150 million euros and is thereby performing better than the industry average. In 2017, Häcker produced more than two million cabinets for the first time. Plans are being made to expand production capacities. In addition to this, the company is building a new plant in Germany in order to map out the planned growth optimally over the coming decades. Häcker Küchen takes its responsibility seriously with regard to the existing resources being used sustainably while at the same time laying the foundations for further growth. “Made in Germany” is one of Häcker Küchen’s main strategies and will keep the region’s jobs secure until well into the future.

Employee numbers over the past few years are taking account of this strategy: Within the past four years, the company has added more than 100 new employees per year. At present, around 1,600 employees are working on the steadily growing

## Press release



and increasingly successful company Häcker, which is one of the region's biggest employers.

Thanks to the export share of currently some 40%, the internationally oriented EuroCucina is becoming an increasingly important trade fair for Häcker Küchen. The presence there will continue to be expanded in the future.

## **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. This April, Milan will again be the meeting point for architects, designers, companies and everyone who wants to keep up to date about the latest trends in the industry. As well as presenting innovations, Häcker Küchen is using the fair as an occasion to celebrate the die 120-year success story spectacularly.

## Image overview



Häcker: "120 years of inspiration"



**Markus Sander**  
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