

Häcker Küchen accepts design award

Red Dot Award 2018 Honourable Mention for SlightLift

01/07/2018. The Red Dot Award jury was united in honouring the unique SlightLift by Häcker Küchen with the world famous seal of quality and design, the Red Dot Award 2018 Honourable Mention. The Red Dot Gala held at the Aalto Theatre in Essen was the triumphant finale of the competition.

The SlightLift wall unit is not only popular with Häcker customers: the brand new type of wall unit, which had already made a brilliant début on the international stage at this year's EuroCucina in Milan, also impressed the watchful eye of the design jury.

And so the SlightLift has now been awarded the Red Dot Award 2018 Honourable Mention. The Red Dot is an internationally recognised and sought-after seal of design quality. The Honourable Mention is awarded by the Red Dot jurors for a particularly well-executed aspect of design work.



reddot award 2018
honourable mention

Press release

The Red Dot Gala held at the opera house in Essen has become a real institution and celebratory highlight. International designers and business people from medium-sized companies and large-scale industries, as well as personalities from the worlds of politics, sport, culture and entertainment, attend the event, which is held every summer. “It fills me with great pride and pleasure to accept, in such a worthy setting, the Red Dot Award for our SlightLift, on behalf of a team from a wide variety of specialist departments,” said Michael Dittberner, Head of Product Development and Product Management at Häcker Küchen.



At the beginning of this year, the SlightLift already received the ICONIC AWARD 2018: Innovative Interior”. This award is presented for visionary architecture, innovative products and sustainable communications from all sectors of architecture, construction and the manufacturing industry. The focus is on the integral and consistent presentation of products.



SlightLift as a play on words

The SlightLift is based on an idea from furniture designer Jochen Flacke and impresses thanks to its exceptional looks combined with atmospheric light technology. Whether it's closed as a wall unit or open as a decorative shelf, it's always going to be an eye-catcher.



The name SlightLift is made up of the words "slide", "light" and "lift" and together they describe the main characteristics of the unit, which slides to lift up and also features intelligent light control. The lower front with strip handle slides vertically up behind the top front and is then swung upwards. The integrated lighting control unit changes the mood of the lighting from attractive ambient illumination to functional light and back again.



Sales of the SlightLift are going extremely well. Interest in this exceptional cupboard solution is also increasing in export countries: "The Red Dot award is recognised internationally, making our SlightLift even more appealing to export markets," said Jörg Varnholt, Sales Manager Export Europe.



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

You can obtain further information concerning Häcker Küchen from Karsten Bäumer, Head of Communications & PR

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Shortcut

The unique SlightLift by Häcker Küchen has been awarded the world famous seal of quality and design, the Red Dot Award 2018 Honourable Mention. At the beginning of this year, the SlightLift already received the “Iconic Award 2018 – Innovative Interior”. Combined with intelligent light management, the SlightLift kitchen wall unit brings together design and function in an ideal way.

Image overview



Red Dot Award 2018 logo.



Iconic Awards 2018 logo.



The **SlightLift** from Häcker Küchen – half-open and open.



Jörg Varnholt
Sales Manager Export Europe



Michael Dittberner
Head of Product
Development and
Product Management