

Häcker Küchen invests in impressive training centre

The new Häcker Campus is outstanding and rises the level of training.

August 2018. The preparations of the exhibition area for Häcker Küchen's major in-house trade show to be held in September are currently in full swing. Yet it is not only the presentation of product innovations that will surprise visitors. The new Häcker Campus features brand new rooms and starts with online courses soon.

"The investment in the new 'Häcker Campus' training centre has been more than worthwhile," said Gisela Rehm, Head of Marketing at Häcker Küchen. "The attractively designed rooms are equipped with the latest technology and will delight both participants and trainers alike." The highlight, however, will be the enormous exhibition area, which will offer participants an incredible variety of training.

The separate technical area will also present the entire Häcker technology range in a clear and self-explanatory way, making product features easy to understand. Factory tours complete the programme and show Häcker's high degree of automation.



Press information

“We don’t just conduct training in German,” reports Irene Kampe, Head of Training. “Thanks to our in-house expertise, training courses at Häcker Küchen can be held in English, French, Italian, Spanish, Polish, Portuguese, Croatian and even Russian. That’s something we can be proud of.”

The brand-new format for “Campus Days” makes it possible to attend training on an individual basis, as and when required. This means that the participants can flexibly choose the course that best suits their requirements from a parallel training portfolio.

The digital environment should also be mentioned at this point. There will soon be an Online Campus, via which it will be possible to provide mentoring through web-based trainings. The modern e-learning approach makes it possible to offer training that is individually tailored to the participant and flexibly matched to their requirements in terms of both time and location.

In addition, Häcker also offers installation training courses that are carried out both by an experienced, in-house installer and the engineering department.



“We want to work with our customers and give them new ideas to sell more kitchens”, said Gisela Rehm.

Häcker Küchen is currently at a crucial stage in many respects: the major in-house trade show is imminent. With the theme of “Home Stories”, the exhibition will welcome visitors with a variety of home environments to impress and inspire them. The company does not want to give too much away at this stage, however.

A great deal has also been achieved at Häcker Küchen in the last few months with regard to their premises. The second extension to the Panorama administration building has been completed. The building complex has a total floor area of approximately 7,500 square metres over four floors. It includes 1,000 square metres of new exhibition area, with which to display the kitchen furniture and home environments from Häcker. The pleasantly designed office floors, flooded with daylight, also provide about 385 work spaces on three levels.

The ground floor holds the new, highly innovative training and seminar rooms with external terrace. This is where-product seminars and compact training courses for the Häcker dealers

Press information



have been held since mid-June this year. The training courses will be continued and innovatively extended upon completion of the new in-house exhibition.

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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Press information

Shortcut

The preparations for the Häcker Küchen in-house trade show are in full swing. Yet it is not only the presentation of product innovations that will surprise visitors. The new 'Häcker Campus' training centre is brand new: beautiful rooms, individual training formats and innovative web-based trainings should enable customers/dealers to increase their sales volume quite a bit.

Pictures



Gisela Rehm, Head of Marketing



The Team of the Training Department at Häcker Küchen