

Brand for built-in appliances convinces at A30 Küchenmeile trade fair

### Innovative Features: Blaupunkt excels with design orientation and functionality

**September 2018. Clear lines, changeable look, matching accessories: The built-in appliance brand Blaupunkt guarantees innovative products that excel with functional strength and finesse. The traditional brand once again demonstrates its impressive talent at the Häcker Küchen in-house fair in context of the Küchenmeile A30 exhibition.**

Kitchens are becoming ever more individual and have their own kind of personality. Design and function must enter into a symbiotic relationship.

The built-in appliances brand Blaupunkt is driving this market need forward and has developed a convertible vertical hood for the customer that can be fitted with different fronts. Whether in glossy glass, satin finish or a ceramic surface: A total of 20 front versions are available. The hood adapts to the look of the kitchen and merges into a homogeneous entirety with the fronts, which appear to be cast in one piece - innovation with the highest design standards. With a successful mix of different



fronts, the cooker hood, also featuring a multi-control function, can deliberately place an accent in the kitchen and create a striking contrast. Individuality is transformed into cosiness. The hood can also take over the design of the work top or kitchen-nook panelling. For perfectly synchronised harmony. The material combination constitutes balance and tension in one.

“We closely monitor the requirements of our customers for kitchen appliances - nationally and internationally“, says Olaf Thuleweit, HK Appliances Managing Director. “We are responding with new products that optimally reflect the needs of our customers.”

At this year’s EuroCucina in Milan, Blaupunkt showcased an unprecedented diversity that also meets international customer requirements.

For refrigerators, this point of view is demonstrated in the NoFrost section: A special technology keeps the freezer compartment of the NoFrost appliances ice-free. Blaupunkt is now equipping its 188 cm high free-standing refrigerator with this feature, which is in great demand in many markets. The



# Press Release

range is rounded off by a new full-space refrigerator with freezer compartment and further build-in variants.

Of course, the Blaupunkt product managers also focused on technical improvements. Ovens with the Smart Slider function instead of rotary knobs and environmentally friendly hot air ECO bring the appliances to a new dimension. The Smart Slider is now also available for hobs. A total of nine appliances are equipped with this technology.

The downdraft ventilation is available with the central extractor in the middle of the hob. Energy efficiency has been improved to A+++ for the existing downdraft fans and the design has been revised so that now drawers of 46 cm depth can be accommodated below the hob.

Blaupunkt continues to present the black glass feature in a trend-conscious way. The microwave compact oven is now also available in the dark-tinted glass version to match the steamer.

Even the slanted range hoods now feature a built-in damper for improved ease of use. In addition to the previous widths of 60 cm and 90 cm, an 80 cm wide slanted range hood has now been included in the range.



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“We are proud to look at our product range that leaves little to be desired. We never tire of continuing to successfully shape the company’s future and inspire our customers with innovative products,” concludes Olaf Thuleweit.

## **The Häcker Küchen Company**

Häcker Küchen, an owner-managed family business has existed since 1898 and has been producing modern fitted kitchens at the Rödinghausen location in East Westphalia, the centre of the German kitchen furniture industry, since 1965. More than 1,550 employees generated a turnover of 553 million euros in 2017, with an export share currently accounting for around 40 percent. The development of the company is characterised by continuous growth and future-oriented investments. Currently, more than 60 countries on all continents are supplied with kitchens "Made in Germany". Two product lines for the different market segments are available for the specialist trade: the classic and classicART for the entry-level segment and the systemat and systematART for the middle and upper class price segment. The offer is rounded off by a wide range of own Blaupunkt built-in appliances, for which Häcker Küchen holds exclusive rights.

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## Short-cut

Clear lines, changeable look, matching accessories: The built-in appliance brand Blaupunkt guarantees innovative products that excel with functional strength and finesse. The traditional brand once again demonstrates its impressive talent at the Häcker Küchen in-house fair in context of the Küchenmeile A30 exhibition.

## Picture overview



Olaf Thuleweit, Managing Director  
HK Appliances



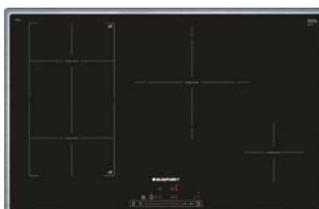
vertical hood,  
5DX89760



free-standing refrigerator,  
5FS30000



Oven with Smart Slider,  
5B49M8160



Induction hob with Smart Slider,  
5I194290



Downdraft with central extractor,  
5IX90290



Microwave compact oven  
with black glass, 5C49K1860