

Setting new standards in the “Küchenmeile A30 Home Stories” kitchen fair
Home Stories: Häcker Küchen presents new products in an inspiring ambience

September 2018. As autumn approaches, Häcker ignites a firework of product innovations. And once again this year, they are very impressive. At the in-house exhibition during the A30 Küchenmeile fair, the kitchen furniture manufacturer will surprise visitors with inspiring innovations that are not only visually and technically in tune with times, but also set new trends.

It is a completely new way of presenting products - this year's in-house exhibition at Häcker Küchen from 15 to 21 September 2018 in Rödinghausen exceeds all expectations. In focus will be on new models, fronts and colours - it will be even more exquisite, high-quality and innovative. Häcker will present 44 kitchens - 21 of the *classic* product line and 23 from the *systemat* section.

Häcker Küchen have also undergone considerable spatial changes in recent months. “Among other things, 1,200 square meters of new exhibition space are waiting to present our

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kitchen furniture and living environment. We have created an incomparable presentation landscape on a total of 3,800 square metres of exhibition space”, says Markus Sander, Managing Director Sales, Marketing and Controlling at Häcker Küchen.



Plenty of new discoveries - in the systemat product line

The AV 2035 model from systemat has not only been extended to include black, but also features the innovative TOUCHfree surface sealing - an anti-fingerprint coating that makes finger marks a thing of the past.



New fronts, work tops and side panels with ceramic surfaces are the focus of the systemat product family. Waterproof, recyclable, food safe: State-of-the-art manufacturing processes transform ceramics, made from natural raw materials, into a homogeneous and easy-care surface that Häcker transfers into the kitchen world. The ceramic surface creation merges highest design standards with versatile functionality. The six colour schemes set special accents. “Dekor Grafite Stone” is available exclusively from Häcker. “At this year’s EuroCucina in Milan, the success of the ceramic front on the international market was



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already evident”, Jörg Varnholt Sales Manager Export Europe at Häcker Küchen adds.

Completely new accents can be set with the brand-new models AV 7070 and AV 6084. The front is provided with a sanded, glossy metallic lacquer finish. Due to the high percentage of manual production, the customer receives a unique masterpiece with every front.

The AV 6084 is a genuine wood front with a very distinctive structure. In addition, the veneer is embossed and has a very pronounced pore. The colours available are antique wood, smoked oak and volcanic oak.

With AV 6000, Häcker Küchen now offers kitchens in velvet green, which can be perfectly combined with the brushed nostalgic handles in gold or anthracite.

Convincing new features of the classic product line

With the new Vancouver front, Häcker expands the segment of horizontal wood structure. Antique oak in sand and natural shades are the new trend colours here. Sand antique oak and black oak are the vertical structure additions in the Toronto model.



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With the new Meteor Front, the kitchen furniture manufacturer from Rödinghausen offers a plastic surface with an attractive ceramic structure at an entry-level price. This model captivates with its oxide and black steel finishes and can be perfectly combined with graphite. These colours are also available for the work tops and working environments. Graphite, the plain colour shade that was presented last year, continues its success story and is complemented by a high gloss version for the Laser Brillant product range, while the matte version is added for the Laser Soft range and the Lotus frame front.



Trend theme black and noble accents

The trend theme “black” continues to set itself apart, which is why Häcker rounded off the handle range as well. No matter if knob or bow-shaped handle with differently finished surfaces, in the ART range the recessed handle strip or the doucine are also available in black.

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Black is gaining popularity in the interior section as well. The plastic cutlery tray is thus also available in black.

Häcker now offers the metal frame door in a black with black-tinted glass or stainless steel with frosted glass.

The work top innovation has been complemented by three stone finishes and two wood replicas in a butcher-block look.

Even the kitchen nook can be individually designed with noble accents. Spatial depth can be created in the nook with a real mirror on the rear panel. They are available in satinato and glossy finishes, as well as in grey and bronze. Those who nevertheless opts for the classic tile mirror, can use the new grey and white Metro tile designs. These are also available in plastic finish or as a glass back-panel in the kitchen nook. The Eterno version is Häcker's addition to the fantasy designs.

Modern storage space is clincher

The One shelving system, introduced for the first time last year, has been so successful that the interior fittings have been expanded to include useful helpers. In addition to the classic decorative inserts, there is now also a glass holder for wine



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glasses and a matching bottle rack. The shelving system is now available in an illuminated version as well.

The themed shelf is a true all-rounder. As an upper shelf, it can be placed directly onto the base cabinet. Due to its full depth, it can be integrated flush with the surface. Furthermore, the shelf can be equipped with cross-partitions for the individual shelves or with a pull-out tray and lighting. This way, different subject areas, such as home workstations or healthy nutrition corners can be displayed.

Whether as wall or top-mounted unit: Every version of glass roller shutter cabinet is an eye catcher in a modern kitchen. The version with the electric glass roller shutter ensures low-noise, gentle opening and closing via the invisible touch switch on the lower slat. The manual version impresses by its integrated stainless steel-coloured brushed handle strip and ensures smooth and stable running thanks to ball-bearing rope deflections. For an attractive appearance, both when closed or in an open shelf look.



Elegance without handles

The new “push-to-open” spring-pressure lock opens up a wide range of planning options. Almost all cabinets can now alternatively be designed in a handle-free version. The fronts are opened by slight back-pressure. From now on, it is possible to use the fitting with flaps.

In addition, the tall units of almost all systemat fronts can be fitted with continuous fronts. This creates a noble impression without interrupting joints.

“With pride and joy we present our extended and completely redesigned in-house exhibition. We showcase the versatility, innovation and trend-consciousness of our Häcker kitchen designs and proof that our kitchen solutions are both functional and of high quality”, says Markus Sander. “2018 is already a great success for us. And we do our utmost not only to maintain this standard, but also to continuously increase it”, says Marcus Roth, Managing Sales Director for Germany and Austria.



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

Häcker ignites a firework of new products: At the in-house exhibition during the A30 Küchenmeile fair, the kitchen furniture manufacturer will surprise visitors with inspiring innovations that are not only visually and technically in tune with times, but also set new trends.

Picture overview



Markus Sander,
Managing Director: Sales
Marketing and Controlling



Marcus Roth,
Sales manager
Germany & Austria



Jörg Varnholt,
Head of Sales
Export Europe



AV 8000-GL graphite Stone Ceramic,
AV 7000-GL natural concrete



AV 7070-GL industrial steel,
AV 6084 volcanic oak



meteor oxide,
Laser Brillant graphite

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Toronto-GL black oak,
Laser Brillant GL Polar white
Mirror kitchen-nook rear panel
grey satinato



Handle 381 black brushed



Plastic cutlery tray black



AV 2035-GL black,
Surface **TOUCHfree**
Eterno kitchen-nook rear panel,
One shelf system,
black metal frame door
with black-tinted glass



Themed shelf,
Type "Fitness-Fan"



Electric glass roller shutter
as alternative top unit