

Häcker Küchen offers a multi-faceted programme at the in-house exhibition
From adventure home settings to baking with
Youtube celebrity Sally and a table football
tournament with SV Rödinghausen

September 2018. When Häcker Küchen invites to their in-house exhibition in the tranquil town of Rödinghausen, a well-planned trade fair concept and a varied supporting programme are guaranteed. Pure metropolitan flair! This year, visitors can look forward to a trade fair under the motto of “Home Stories” which was implemented down to the last detail with various lifestyle settings, events and excellent catering.

A completely new way of product presentation: This year's Häcker Küchen in-house exhibition from 15 to 21 September 2018 in Rödinghausen will be beyond imagination. How can kitchen models, fronts and colours be skilfully showcased? How can visitors be placed into different life-style scenarios to create an impression of what is possible? Häcker shows how it works! Häcker Küchen have also undergone considerable spatial changes in recent months. With 1,200 square meters of new



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exhibition space, we offer completely new presentation dimensions. Häcker kitchen furniture is thematically staged in the form of life-style and experience worlds. On a total of 3,800 square meters of exhibition floor, Häcker Küchen has established an unparalleled presentation landscape for 44 kitchens overall.

The forum is the meeting point at the beginning of the tour. From here, customers are taken directly via the impressive showroom with numerous novelties to the new exhibition area, where they can expect completely differentiated life-style and experience scenarios. No matter if bungalow, city villa, timber-framed house, modern small-space living or Mediterranean ambience: There is a perfect solution for each taste. This is the origin of unique kitchen stories. A central market place offers opportunities for conversation and refreshment. “The key question in the planning phase was ‘How do we live today?’. The focus of each kitchen design was to create an emotional atmosphere. We want to tell very individual stories - about the people who live there and feel comfortable”, says Gisela Rehm, Marketing Manager at Häcker Küchen. “Each kitchen has a



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finely tuned ambience and its own look. We have staged current design themes, such as industrial style and living in a loft, as well as modern country and retro styles, but also Scandinavian comfort, southern European influences and elements from the Arab world. Our sophisticated and emotionally focused decoration concept rounds off the presentation in an inspiring way.”

A special highlight awaits the visitor in one room: The Rödinghausen community is supporting a school project in Sierra Leone together with Häcker Küchen. In the replica classroom, visitors can get an impression of the real-life situation.

A true-to-detail Art Nouveau room discreetly refers to the Häcker Küchen's 120th company anniversary. Visitors can also watch the new company film here.

The former exhibition area offers just as much extraordinary action space. “In the centre, a newly designed area reflects the topics of sustainability and responsibility at Häcker Küchen and shows impressively, what stands behind PURemission and PUResist. We want to raise awareness for these issues and act



as a role model to underline the importance of a sustainable approach not only in the wood-processing industry”, says Jochen Finkemeier, Managing Director and owner of Häcker Küchen.

“We are particularly proud of our special programme highlights: show cooking with Marc Höhne, including professional wine advice on Saturday and Sunday, as well as baking with YouTube star Sally on Monday and Tuesday. On Wednesday, there will be a table-football tournament with the first SV Rödinghausen team. Donations will be collected for our project in Sierra Leone”, Gisela Rehm adds.

Catering also plays an important role at the Häcker in-house exhibition. A food van in the shape of a 1970s Häcker truck offers healthy refreshments like smoothies and delicious fruits. In addition to continuous hot and cold food catering in the business lounge, visitors can enjoy cocktails and music in the outdoor area. Coffee specialities, trendy drinks and savoury snacks await the visitors in the Marktcafé. Those who prefer sweets, can either go to the candy bar or enjoy a delectable ice-cream.

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The Häcker Küchen trade fair team is looking forward to numerous visitors, who have already received an invitation with all relevant information.

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

When Häcker Küchen invites you to their in-house exhibition in the tranquil town of Rödinghausen, a well-planned trade fair concept as well as a versatile supporting programme are guaranteed. This year, visitors can look forward to a trade fair under the motto of “Home Stories” with various lifestyle settings, events and excellent catering.

Picture overview



Jochen Finkemeier,
Managing Director and owner of
Häcker Küchen



Gisela Rehm,
Häcker Küchen Marketing Manager



“Home Stories” In-house Exhibition
Häcker Küchen 2018