

Trade fair participation defined for 2018/19

In 2018/19, Häcker Küchen plans to hold impressive in-house exhibitions and participate in the EuroCucina

February 2018. Following a successful 2017 with its record turnover of €553 million, Häcker Küchen has now defined its trade fair participation for the years 2018 and 2019.

"We will be focusing on our in-house exhibition in Rödinghausen for these two years. In 2018, we'll be expanding this area here in the new building by about 1,000 sqm, bringing it to a total of 3,500 sqm," says Markus Sander, Managing Director of Sales, Marketing and Controlling at Häcker.

The winning concept of the 2017 kitchen exhibition titled "Welcome Home" was the exciting addition of unique spaces such as the fireplace room, the historical room, or the new food truck. However, the Blaupunkt exhibition and the redesigned technology area also met with enthusiasm. These areas will be conceptually expanded and again brought to top-class standard in 2018 and 2019. In recent years, about one third of the visitors came from abroad. The company is expecting an even higher

proportion in 2018 and 2019 – and not only from the surrounding countries. "Many of our customers see this as the most important event in the kitchen furniture market," says Markus Sander.

As its second priority, Häcker has its eyes on the EuroCucina, which takes place in Milan in mid April this year. "Häcker Küchen's increasingly strong export sector makes this exhibition in Italy so attractive for us. We welcome our guests from all continents and again will initiate many new business contacts," claims Jörg Varnholt, Export Sales Manager Europe.

The 2018 exhibition booth with its 450 sqm will be significantly larger than it was two years ago. Under the motto "120 Years of Inspiration," Häcker Küchen will be presenting novelties such as the innovative wall unit SlightLift and a new front surface. "The booth will have a very modern but cozy atmosphere. Our team has done particularly well in integrating our Blaupunkt appliances in the Häcker Küchen world," says Markus Sander.

Häcker Küchen will also participate in the kitchen-living trends exhibition in Salzburg in mid May 2019. "The Austrian

market is developing well for us. From the viewpoint of Häcker Küchen, with its clear focus on kitchen specialists, this exhibition is held in one of its most important export markets," says Marcus Roth, Managing Director Sales for Germany and Austria.

Internationalization and innovation remain the drivers for trade fair participation. "At the past three LivingKitchen trade fairs in Cologne, where we participated, we have not found a convincing and sustainable trend in this direction since 2013" explains Markus Sander. For this reason, Häcker Küchen will not be taking part in the LivingKitchen trade fair in 2019.

"Our trade fair policy is never set in stone. However, we have made clear choices for our trade fair strategy for 2018 and 2019. Nevertheless, we wish Matthias Pollman and his new LivingKitchen team all the best for the fair," says Markus Sander.

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

Häcker Küchen GmbH & Co. KG

Mr. Karsten Bäumer – Head of Communication & PR

Phone: +49 (0) 5746/940-297

Email: kbaeumer@haecker-kuechen.de

Short cut

Häcker Küchen has defined its trade fair strategy for 2018 and 2019. The in-house exhibitions remain the focus of attention, as always. Häcker Küchen will participate in the EuroCucina – an internationally important trade fair – in April 2018 in Milan. The company will not be participating in the LivingKitchen trade fair in Cologne in January 2019.

Image overview



Markus Sander

Managing Director Sales,
Marketing and Controlling



Marcus Roth

Managing Director Sales
Germany and Austria



Jörg Varnholt

Export Sales Manager
Europe



Häcker Küchen

Marcus Roth, Markus Sander, Jörg Varnholt