

LivingKitchen 2015 (Hall 4.1, Stand C21)

### Blaupunkt fitted appliances start well in the market

In 2014, Häcker was the first, and to date only, German kitchen manufacturer to present its own electrical appliances brand with a renowned brand name: Blaupunkt. Häcker has the sole brand rights for fitted appliances, whereby the collection is produced by one of the most renowned German manufacturers of domestic appliances, who is also responsible for the after sales service. Blaupunkt will initially be available in Germany, Austria, France, the Netherlands and Sweden.

The extensive portfolio consisting of 57 appliances was premiered at the in-house trade fair in September 2014. Since then the company has registered several thousand placed appliances. “A result that pleases and encourages us. Since placements in the exhibition kitchens of our customers are a significant indicator of whether we are on the right track with the concept and, of course, the products”, says Marcus Roth, Sales and Marketing Director.



## Press information

### Test successfully passed

For LivingKitchen, the catering team created a menu for Häcker Kitchens that naturally had to be tested before the trade fair. Chef Vincenzo Neri and his team travelled to the Häcker site in Rödinghausen, Germany, for this purpose, to arrange the test meal in the show kitchen – and, of course, to inaugurate the freshly fitted Blaupunkt appliances.

All the groups of appliances were used during the cooking afternoon – starting from the large refrigerator/freezer combination, to the baking oven with pyrolytic self-cleaning and induction hob, through to the dishwasher. Vincenzo Neri was impressed with the functions of the fitted appliances and conjured up a delicious meal.

Visitors to LivingKitchen can experience a very broad selection of appliances live, since appliances from Blaupunkt are used exclusively in a total of four out of six designs.



## **About Häcker Kitchens**

The owner-run family company Häcker has been manufacturing modern fitted kitchens at its site in Rödinghausen, east Westphalia – the home of the German kitchen furniture industry – since 1965. In 2014, more than 1,100 employees generated a turnover of 406 million euros, with exports currently accounting for around 38 percent of sales. The development of the company is characterised by continuous growth and future-oriented investment. Currently, more than 60 countries spread across all continents are supplied with “Made in Germany” kitchens. The specialised trade has two product lines available for the various market segments: classic and classicART for the entry level and systemat and systematART for the middle and upper price segments.

## **Press contact**

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## Photo caption

In 2014, Häcker was the first, and to date only, German kitchen manufacturer to present its own electrical appliances brand with a renowned brand name: Blaupunkt. At the LivingKitchen trade fair, fitted appliances from Blaupunkt are exhibited exclusively in four out of six booths. All areas such as cooking and baking, extractor hoods, dishwashers as well as refrigerating and freezing are shown.



Haecker\_Roth



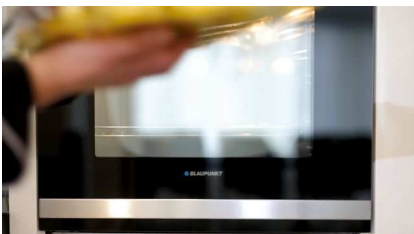
Haecker\_AV5020\_Polarweiss



Haecker\_Film1



Haecker\_Film2



Haecker\_Film3