

LivingKitchen 2015 (Hall 4.1, Stand C21)

## Sophisticated kitchen designs from entry-level to high-end

At LivingKitchen 2015, Häcker Kitchens will be showing three designs from the classic product line and three from the systemat line, with the latter representing the mid to high-end price segment. In order to better distinguish it from the classic entry-price segment, the carcass, drawers and pull-outs of the systemat product line have been reworked and improved over the past year.

### **systemat 2.0: perfect design, not just for fronts**

The perfect design starts with colours for the inner carcass, which have been extended to include Lava grey and Champagne in addition to natural white. There is now also a choice of Lava grey or Champagne for the pull-outs and drawers. All wire goods, such as larder and tandem swivel pull-outs, are supplied in the same colours, too.

Optimally organised drawers are now also available with the new Move interior organisation system. It is based on boxes made from solid wood in various heights and widths. Supple-



## Press information

menting these, there are separating elements made of powder-coated steel in Champagne and Lava grey – perfectly matching the carcasses and pull-outs.

### **systemat product line: natural fronts in vogue**

The centrepiece of the trade-fair stand is an exceptional self-contained solution combined with a contoured high cupboard line called Wave. The design consists of models AV 4030 high gloss in Lava grey and white, and AV 5082 in Wild oak light veneer.



The next highlight is certainly the AV 7030 in genuine stone veneer with the name Black Star. In terms of both appearance and feel, an extremely exclusive model that, with its charismatic look, particularly lends itself to large kitchens. The fitted appliances are concealed behind the pocket doors, which disappear into a side pocket.



Model AV 5020 is characterised by a narrow, one-centimetre-thick frame. Here the colour Polar white plays with the contrasts of the AV 1092 fronts in dark pine. Overall an extremely puristic and timeless design.



# Press information

## **classic product line: high-quality look in the entry price segment**

Häcker is presenting the new lacquer laminate model in two designs at LivingKitchen. Laser Brillant in high gloss and Laser Soft in matt captivate by virtue of a high-quality look. These lacquer laminate fronts are characterized by a special appearance, feel, quality and workmanship. With this range of fronts, the company is currently writing an unparalleled success story.

The first design charmingly combines Laser Brillant in warm Pearl grey with the Oak sand wood décor of the Bali model. The second design plays with the contrast of gloss and matt: Laser Brillant in high-gloss white and Laser Soft in popular matt basalt grey. The surroundings are clearly defined in stylish Petrol.

The third classic model also uses Petrol with the Uno front. Combined with the Atlanta front in Yew white, this design is also in vogue.



## **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**

For further information, please contact Karsten Bäumer, Head of Marketing for Häcker, or our PR agency GOOS COMMUNICATION.

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## Caption

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Haecker\_systemat\_Korpus



Haecker\_Move



Haecker\_AV4030\_Lavagrau



Haecker\_AV7030\_Blackstar



Haecker\_AV5020\_Polarweiss



Haecker\_Laser Brilliant\_Perlgrau

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