

Häcker is showcasing attractive kitchen innovations on about 3,800 sqm

## NEXT LEVEL - Milestones

**19/09/2020. At Küchenmeile A30, the Rödinghausen-based company will present a total of 42 new kitchens from its two collections, classic and systemat on around 3,800 square metres. This year, the in-house exhibition will take place under special conditions. Thus, prior registration and various protective and hygiene measures are required for admission. Nevertheless, it is worth a visit.**

“Next Level - Milestones” is this year's motto of the Häcker in-house exhibition. The company from Rödinghausen, East Westphalia, offers several outstanding product innovations in 2020.

### **Systemat 3.0 is setting new standards**

In terms of product technology, Häcker is setting new standards in the kitchen industry with systemat 3.0. Based on the 5-pillar package, consisting of design carcass, visible side concept, lacquer competence, technology and ergonomics is unique in the kitchen market. But what does that mean in detail?

Starting with the design carcass, customers can choose between three attractive colours in systemat 3.0: crystal white, light grey and lava grey - identical on the outside and inside. An innovative visible-side concept offers specialist retailers high-quality UV matt or high-gloss lacquer exterior surfaces in a total of 13 colour schemes at no extra charge. This can also be attributed to Häcker's significantly expanded lacquer expertise. Now, five programmes are possible in 192 RAL colours. In addition, the new "PerfectSense®" surface offers exceptional resistance, as well as efficient anti-fingerprint properties. Top inner values. The laterally closed pull-out (Metro Box) will be a standard feature for systemat 3.0 in the future. The additional SLD (Slim Line Drawer) pull-out system sets new benchmarks in underfloor guidance with its visual appearance and the filigree 8 mm double-walled frame made of high-quality steel.

The interior design boasts a new, noble titanium look. A special depth effect is created with the metallic pigmentation. The additional carcass height of 84.5 cm offers maximum storage space and is the top option for an ergonomic kitchen for taller people.

*"With systemat 3.0, we open up many new possibilities for our customers in the individual and economic planning of dream kitchens. As an all-round package, it offers so many advantages that it will evolve to a real milestone on the kitchen market",* says Markus Sander, Managing Director, Sales, Marketing and Controlling at Häcker Küchen. Visitors to the in-house exhibition can also discover new features in the classic line. Various additions to the front range are available here, primarily in the lacquer finishes. This too is tested in Häcker Küchen's own test laboratory in accordance with the high quality standards. Customers can thus be sure that the durability of materials and colours has been checked under real conditions.

### **Inspiring kitchens and much more**

Anyone strolling through Häcker's new exhibition, which by the way is open all year round, will not only experience a great variety of kitchens, but also the great dedication and passion for environmental protection and sustainability. Only recently, the company's products received climate-neutral certification. *"Sustainability is really lived at Häcker. With great commitment, we support projects for school education in Africa, for bees and*

*insect protection in the Osnabrück Land, as well as various social projects in the region.* "We have also steadily improved energy efficiency in recent years," says Gisela Rehm, Marketing Manager at Häcker, who with her team made a decisive contribution to the success of the in-house exhibition and is driving the topic of sustainability.

### **Another highlight**

The new plant in Venne, now increases Häcker's outstanding capacities. The systemat collection is manufactured there on an area of 215,000 sqm. In almost two years of construction time, Häcker has thus laid the best foundations to meet the individual expectations of its customers also in the future. The best example here is the new systemat 3.0, with all its different facets.

### **New online platform for a virtual exhibition experience**

A special online exhibition platform was created, so that all customers can enjoy Häcker's kitchen innovations. It contains several images, various videos, eBooks, brochures and a virtual 360° tour through the new in-house exhibition. Users can have an online glimpse of the new kitchens and receive exciting additional information. Anyone interested can also register for

one of the numerous kitchen training courses on the Häcker Campus. Here, customers can find out many interesting facts about the Häcker product range and specifically expand their knowledge of kitchens. Häcker also offers online training through various webinars.

All in all, the Häcker in-house exhibition is once again a successful and worth seeing event, even under special conditions. The fact that Häcker will continue to be among the key players on the kitchen market is impressively showcased by the beautiful exhibition kitchens, systemat 3.0 and the new plant in Venne.

## **The Häcker Küchen Company**

Häcker produces modern fitted kitchens that meet the highest standards of functionality, durability and design. In the industry, the family-run company is known as a guarantor for reliability, commitment and sustainability. Founded in 1898 by Hermann Häcker, it has always been synonymous with top quality. Häcker Küchen currently supplies more than 60 countries on all continents. The state-of-the-art production in combination with the company's own vehicle fleet ensures perfect satisfaction of customer requirements. As a sustainability-oriented family enterprise, Häcker stands for decades of consistent values in times of globalisation.

These values are characterised by a high degree of economic, ecological and social responsibility, and once again underline the “Made in Germany” philosophy.

## **Media contact**

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## Picture overview



**Markus Sander**

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**New kitchen level: systemat 3.0 by Häcker**