

Press release

19 September 2026

“Inspired by simplicity” | In-house exhibition from 19–25 September 2026

Completely reimaged: Häcker presents a fully redesigned in-house exhibition and numerous product innovations

Rödinghausen. From 19 to 25 September, Häcker invites trade visitors to a completely revamped in-house showroom, which, under the motto ‘Inspired by simplicity’, showcases a streamlined product structure and numerous product innovations. The focus is on an even clearer distinction between concept130 and systemat, a simplified planning process for retailers, and individual style and colour schemes.

‘Inspired by simplicity’: simplification as the guiding principle

In a world that is becoming ever faster, noisier and more complex, many people want one thing above all else: simplification. This need is also relevant when it comes to kitchens: retailers want a clear and intuitive understanding of product structures and planning options, whilst end customers want to realise their individual kitchen ideas as quickly and easily as possible. Inspired by this fundamental principle, Häcker is simplifying the structure of its product range whilst simultaneously expanding its product offering in a targeted manner – for greater clarity and planning certainty for retailers and more creative freedom for end customers when it comes to the actual kitchen planning. The visual theme of the in-house exhibition – spheres in various designs – brings this interplay of simplicity and diversity to life: as the simplest geometric shape, spheres visually represent the core idea of simplicity. The variations, which are presented in the exhibition through different colour schemes, materials and scenic interpretations of this basic motif, reflect the attractive diversity of the numerous product innovations – from trend-conscious colour innovations such as gentian blue or oxide red to exclusive material highlights.

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Fig. 1: Exhibition slogan with a visual theme: simplicity combined with diversity

Simply more consistency: two product lines, one system

Häcker is redefining the interplay between concept130 and systemat, combining greater consistency across the product range with clearer differentiation in the positioning of the two lines. To simplify the structure of the two product lines, Häcker now offers matching front families across both lines, up to and including price group 6¹. To make this possible, the Rödinghausen-based kitchen manufacturer has specifically integrated over 20 new front ranges into its product lines – a major step towards greater consistency and simplification. Häcker is also creating a new sense of unity between the two product lines in terms of design and technology. The matching product features include, amongst others, four attractive design carcass finishes (in Light Grey, Titanium, Natural Fine Oak Repro and Natural Walnut Repro), a common colour for the technical interior fittings (Titanium), and five Selection colours (including three new shades) for fronts, handles and channel handles. Two new moulding designs in natural walnut reproduction and natural fine oak reproduction expand the

¹ As a premium range, systemat offers two additional front-panel ranges in price group 6: AV 5065 and AV 5075.

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design options in both product lines – for a harmonious wood finish down to the very last detail. Also new to concept130 and systemat are the ‘Pocket Doors’ for countertop cabinets. Pocket door systems offer modern and innovative solutions for versatile interior design: a sliding door system enables the practical integration of wall units or top-mounted cupboards. The corresponding fronts, with a seamless appearance, can be slid sideways into a pocket, thus allowing easy access to the interior of the pocket system. The uniform worktop designs and thicknesses (a choice of 25 or 40 mm) also demonstrate the consistent further development of the product range towards a cohesive look – for greater clarity and simplicity in kitchen planning.



Fig. 2: New concept130 front in a new Selection colour: GOYA Gentian Blue, combined with a tall unit in TESSIN Natural Walnut

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Simply more differentiation: two product lines, two style worlds

Despite the consistency across the product range, the clearly differentiated design languages of concept130 and systemat still bring to life the different requirements and style worlds of the two product lines, thereby offering both retailers and end customers greater clarity.

The **concept130 range** invites you to discover modern, quality-conscious kitchen designs with an attractive price structure, where individuality is a top priority. A wide range of new colours, designs and well-thought-out combinations makes it clear that concept130 can fulfil almost any kitchen vision, from an urban industrial style in a compact space to a modern country house style.

The **‘systemat’** product range presents itself as a sophisticated premium line, in which authentic materials create a distinctive spatial effect. With the new AV 6070 Blackwood, Häcker is adding an elegantly grained wood veneer front to its range, combining natural warmth with elegance. A new star of the systemat range awaits discovery at the Häcker Store: the AV 7030-GL Gold Shine-star stone veneer front. The shimmering, gold-coloured accents of this natural stone impress with their exclusive aesthetic and, together with the front’s distinctive texture, highlight the high-quality materiality of the veneer. With 1,800 new RAL design colours, which expand systemat’s colour spectrum to a total of around 4,000 shades, systemat simply offers greater freedom and flexibility in colour design.

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Fig. 3: Exclusive real wood veneer: AV 6070-GL Blackwood



Fig. 4: Entry-level direct-lacquered front: TOP SOFT Selection Caramel

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Simply more harmony: a comprehensive redesign with a consistent overall concept

This year, Häcker welcomes trade visitors with a completely revamped exhibition that impressively showcases the guiding principle of simplification – with a harmonious overall concept that creates seamless transitions between the show kitchens and embeds them in a warm, homely atmosphere. The Blaupunkt and htech areas, as well as the Technology Centre, are also integrated into inviting kitchen layouts, which allow visitors to experience the technical possibilities, innovations and benefits on display there in a realistic, everyday setting.

Concept130 demonstrates, using three new (Caramel, Gentian Blue, Oxide Red) and two familiar (Eucalyptus, Emerald Green) Selection colours, how easy it can be to give kitchens a distinctive, individual character through trend-conscious colour schemes and well-thought-out combinations – from colour-rich single kitchens to understated Japandi design and classic-modern country house style. Häcker is specifically enhancing its country-house designs with new lacquered framed fronts (CAPRI, KORFU). With the TOP range, concept130 offers a high-quality direct-lacquered front even at the entry-level price point, thereby making it easier for end customers to access high quality, even outside the premium segment. Living solutions harmoniously coordinated with the kitchens demonstrate, in both concept130 and systemat, just how diverse Häcker's design options are.

In the **systemat** range, spacious layouts meet a cosy, exclusive ambience in which structures, textures and colours blend to form unique compositions. From natural stone to real wood veneer, the charm of authentic materials is palpable in this range. Distinctive fronts, such as those with a Viennese wickerwork texture, bevelled frames or metallic lacquer, create expressive style worlds that bridge the gap between a sense of tradition and modernity. Special interior fittings, such as drawers made from solid real wood, emphasise the quality of the designs on display. With selected materials, around 4,000 available colour shades and numerous sophisticated design details, 'systemat' presents itself as a sophisticated premium range offering exceptional design freedom.

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The Häcker Store, which has been an integral part of the exhibition since last year, serves as a prime example of how to design an exclusive brand store – ensuring an unmistakable brand presence, both in Germany and worldwide. High-quality materials, such as the new ‘Gold Shine-star’ stone veneer front, harmoniously coordinated colours and stylish décor, combined with the well-thought-out store concept, convey what the Häcker brand stands for: excellent service and high product quality combined with sophisticated aesthetics.



Fig. 5: Authentic stone veneer with elegant golden hues: AV 7030-GL Gold Shine-star

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Simply more freedom for sophisticated planning

Those who set the highest standards for design and individuality require maximum flexibility in planning. That is why Häcker now offers, as part of its 'systemat' product range, the option to make a wide range of customised dimensional adjustments at no extra cost. This allows kitchens to be tailored even more precisely to spatial conditions, architectural features and personal preferences. The result is tailor-made solutions with a harmonious overall effect down to the smallest detail. An added value that increases planning freedom whilst underlining the brand's premium status.

Simply more history: a tribute to the Frankfurt Kitchen

In the exhibition's history section, Häcker presents the family-run company's history spanning over 125 years. Furthermore, Häcker is marking the 100th anniversary of the first standardised fitted kitchen – the 'Frankfurt Kitchen' designed by Margarete Schütte-Lihotzky – by launching the 'Limited Edition 1926', a historically inspired special edition. The kitchen, displayed in Panorama Blue, emphasises simplicity – just like its historical predecessor – both in its design language and in terms of ergonomics. It draws on some of the fundamental design elements of the Frankfurt Kitchen and translates them into a contemporary aesthetic – from the glass wall units and the floor-to-ceiling layout right through to the easy-care lacquered surface.

As an anniversary special, this customisable special edition comes with three exclusive features at no extra cost: a choice of seven original Frankfurt colours, whose names refer to the locations of the original kitchens in various streets of Frankfurt (Forum Yellow, Heidenfeld Grey, Burgfeld Green, Camillo Blue, Hadrian Blue, Römerstadt Blue and, additionally, Panorama Blue); an integrated pull-out table that simply offers greater flexibility – and thus makes everyday kitchen life easier; and a built-in step ladder that simplifies access to the ceiling-high storage space. The History Room also offers visitors the chance to gain a visual impression of the historic

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Frankfurt Kitchen and its inventor – through a short video clip on the 1926 Limited Edition, which features a reconstructed Frankfurt Kitchen by the Ostwestfalen-Lippe University of Applied Sciences and the Lippisches Landesmuseum.



Fig. 6: The 1926 Limited Edition in Panorama Blue

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Häcker—The Company

Häcker was founded in 1898 as a cabinetmaker by Hermann Häcker and taken over by his son Friedrich in 1938. In 1965, the foundation for today's economic success was laid by the latter's son-in-law Horst Finkemeier and wife Renate through the series production of kitchen furniture.

As a fifth-generation, owner-managed family business, Häcker today produces fitted kitchens at five production facilities across two sites in Rödinghausen and Venne. The company offers its retail partners and employees a unique, values-driven corporate culture—reliable, responsible and exemplary.

With its product lines concept130 and systemat, as well as the brands BLAUPUNKT and h|tech for built-in kitchen appliances, Häcker offers a comprehensive product portfolio tailored to a wide range of customers and markets—from value-driven to premium.

More information about Häcker can be found on our website at haecker-kuechen.com/en and on LinkedIn (Häcker Kitchen International).

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