

Press Release

12 February 2026

Made in Germany for the UK Market:

Häcker Kitchens to debut at KBB Birmingham 2026

Rödinghausen, Germany. Häcker Kitchens, one of Germany's leading kitchen manufacturers, will exhibit at KBB Birmingham for the first time from 1 to 4 March 2026. Located at Stand P90, the company will present selected models from its concept130 and systemat ranges, highlighting how German manufacturing quality can be aligned with British and Irish design preferences.

German Craftsmanship with a UK Focus

Häcker will showcase three kitchen concepts and a dedicated lounge area across a 117 m² stand. The display demonstrates how the premium systemat line and the consumer-focused concept130 range support distinctive kitchen planning based on certified 'Made in Germany' craftsmanship. Features include modern Japandi-inspired elements and the brand's award-winning rattan-effect door, alongside four special colours developed specifically for the UK market.

Strategic Shift in Brand Positioning

Häcker's appearance at KBB marks a notable step in the company's UK strategy. Long recognised for its organic growth as a high-quality white-label supplier, the manufacturer is now placing greater emphasis on brand visibility and retailer-facing support.

On-Stand Services and Digital Tools

Visitors can book appointments with the Häcker team in the lounge area, where a chef and barista will be on hand throughout the show. The reception area will provide further information and brochures. The stand will also feature a dedicated Design Demo desk, where retailers can explore Häcker's digital tools, including the HKS Web Design package alongside further digital tools that help retailers work more efficiently.

Press Release

12 February 2026

Milestones for Both Häcker and KBB

KBB Birmingham celebrates its 40th anniversary in 2026, coinciding with Häcker's own milestone: 50 years of activity in the UK market. 'My team and I are very much looking forward to this debut,' says Jamie Schneider, Managing Director of Häcker UK Ltd. 'We want to demonstrate what the Häcker brand stands for: reliable German product and service quality, partnership on equal terms, responsible resource management and a strong design capability that brings new ideas to the UK market.'

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 serial production of kitchen furniture.

As an 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 brand BLAUPUNKT 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 <http://www.hacker-kitchens.co.uk> and on LinkedIn (Häcker UK Ltd.).

Press Release

12 February 2026

Press Contact

Häcker Küchen GmbH & Co. KG

Karsten Bäumer—Head of Product Marketing & PR

Phone: +49 5746 940 297

Email: kbaeumer@haecker-kuechen.de