

Sustainability moves to the fore

Blaupunkt shows new, energy-saving models at the in-house exhibition

September 2021. “Sustainability is on everyone’s mind these days – whether it’s the end customer, the retailer or the manufacturer. So in recent months we have made it our mission to optimise our already energy-efficient dishwashers even further”, says Olaf Thuleweit, Managing Director at HK Appliances. “It’s particularly important to us that this doesn’t just apply to our top models, but is also implemented in the mid-range and entry-level segment”, says Thuleweit, who will thus be able to present no fewer than eight new dishwashers at this year’s in-house exhibition as part of Küchenmeile.

“We know that the topic is becoming increasingly important for the end consumer – from both an economic and an ecological point of view. We now have the right answers right here. And we can extend the warranty on our two top appliances to five years – another aspect of sustainability”, emphasises the managing director of HK Appliances. This extraordinary warranty period is

also guaranteed on a new premium refrigerator that is also equipped with the “No Frost” feature, thus once again underlining “that our appliances technically offer everything that is currently possible”, says Olaf Thuleweit.

Another addition to the range of currently 13 appliances that come with a 5-year guarantee is a new built-in oven, “which on the one hand has the very popular Dark Steel design, and on the other has an excellent price-performance ratio, so it gives the trade many arguments and the end customer many advantages”, says Olaf Thuleweit, who, as in previous years, will be presenting all of Blaupunkt’s new products to a wide audience in a special area at the Häcker in-house exhibition. However, not only the latest product highlights in the upper segment will be featured here. “We are also pleased that we are now launching an oven model that already offers the popular black in the entry-level range”, says Olaf Thuleweit. “We are pleased to be able to welcome our customers here in Rödinghausen and present our new products to them. Only when we talk together can we work out in detail what our customers want and what we can implement. That’s

why communication during the in-house exhibition is so important to us. It's not about following short-term trends. With Blaupunkt, we have long since become an established brand in the field of built-in appliances that stands for continuity", says Olaf Thuleweit. At the same time, the new dishwasher series illustrates how to react flexibly and promptly to market demands. "Year after year, our concern remains to make our already very good appliances just that little bit better. If we succeed in this – as we did at this in-house exhibition – and even in the area of energy efficiency, then we can rightly be a little proud and look forward a little more to our visitors, who can be the first to experience this important step with us", says Olaf Thuleweit. The integrated wine coolers, which are attracting more and more interest, are further eye-catchers in the truest sense of the word. "It's becoming apparent that professional refrigeration in one's own kitchen is becoming an increasingly important topic for many people. We're now able to cater to this demand in an outstanding way", says Marcus Lagmöller, responsible for marketing and product management at HK Appliances and a trained wine sommelier.

Häcker Kitchens – The Company

Häcker manufactures modern fitted kitchens that meet the highest requirements in terms of quality, functionality, durability and design. The family-run business is considered a guarantee for reliability, commitment and sustainability in the industry. Founded by Herman Häcker in 1898, the company has stood for superior quality since day one. The company currently supplies more than 60 countries on every continent with Häcker kitchens. State-of-the-art production facilities combined with a proprietary fleet allow the company to meet customer requirements down to the last detail. As a family-run business with a sustainable alignment, throughout the years Häcker has represented consistent values in times of globalisation.

These values are characterised by a high sense of economic, ecological and social responsibility and once again emphasise the company philosophy: Made in Germany.

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