Hettich: strong in furniture fittings and applications
New edition of an old classic

These days, catalogues aren’t just reference works, they need to do much more. We see our “Furniture Fittings and Applications” catalogue classic as a seller in its own right: geared towards the wishes and needs of our clients, confidently navigating them through our range of products and taking every last effort out of ordering.

The “Furniture Fittings and Applications” catalogue has been a success for 20 years because as one of the industry's leading product catalogues it's become a sales and ordering icon many trade businesses have come to rely on. The catalogue’s more than this, though, because not only providing a wealth of ideas on using our systems throughout the home, it also covers our vast ranges of services. What's more, it's an interface to our online services, like the online catalogue, our website and social media applications.

Presented at this year's Holz-Handwerk show in Nuremberg, the Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts, the sixth edition also shows we're the only fittings manufacturer in Germany to provide hardware solutions for all parts of the home and work environment: from the kitchen to bedroom, from hinges, sliding door runners to drawer systems. Hettich products give our customers everything they could wish for in designing good furniture.

Because this is our goal: we want to make everyday work easy for our customers and provide them with an effective retail instrument, helping to boost their sales even further.

Dr. Andreas Hettich
Chairman of the Management
Hettich Holding GmbH & Co. oHG
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Hettich: strong in furniture fittings and applications

The customer-friendly "Furniture Fittings and Applications" order catalogue is now out in its sixth edition. And scores with a new structure, intuitive navigation and comprehensive technology for innovative furniture. A success story that's been going on for twenty years.
Applications catalogue comes out every two years under the "Trends and Innovations" title. The sixth edition of the "Furniture Fittings and Applications" catalogue was presented in March 2012. Some 2464 pages depict 7,500 articles, all presented in clearly structured form in twelve sections with intuitive navigation. Content has been streamlined significantly. The introductory pages, for instance, provide an outline of Hettich as a family-owned business, its core competencies as well as its unflagging commitment and range of services. Mirroring Hettich’s entire range of technology for furniture, the "Furniture Fittings and Applications" catalogue is regarded as the standard work in furniture hardware technology for the target group of manufacturers and hardware retailers. The catalogue is also brand ambassador and an important communication platform for product and trend information. Appearing every four years since 1992, it is always launched at the Holz-Handwerk fair in Nuremberg, Germany. To make sure the catalogue remains topical and up-to-date, a reduced version of the "Furniture Fittings and Applications" catalogue comes out every two years under the "Trends and Innovations" title.

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How important is the “Furniture Fittings and Applications” catalogue to the Hettich Group?

Marcus Klein, Head of Category Management: The catalogue reflects everything Hettich does and supplies in the way of “Technik für Möbel”, or technology for furniture. It covers the most comprehensive assortment of products – spanning all product segments – while providing the basis for national and market-specific adaptations. The catalogue is an important marketing and support tool in dialogue with the innovative manufacturers, specialised hardware retailer and interior designer. For the target group of manufacturers and hardware retailers in particular, it’s an everyday work tool, making it both brand ambassador as well as an important communication platform for product, trend information and services, such as planning aids and processing technology. It also serves as an order form and platform for cross-media sales, such as through the Internet catalogue. Its high circulation ensures deep market penetration and broad customer contact.

What’s the story behind the “Furniture Fittings and Applications” title?

Marcus Klein: As a title, “Furniture Fittings and Applications”, didn’t come about per chance because the catalogue is more than just a print medium. It represents a process and a philosophy that have been continually taken forward over more than two decades by the team around Eckhard Breitenkamp, Managing Director of Hettich FurnTech. Hettich was quick to realise that the tradesman didn’t only need ordering documentation but above all detailed technical information on assembling and fitting products as well as advice on what they are used for.

The catalogue’s coverage is truly impressive. What does it take to produce a catalogue like this?

Marcus Klein: The printed catalogue is the result of a complex process that takes longer than twelve months and involves different bodies and departments ranging from the customer and sales – on the basis of market studies and surveys – as well as suppliers, purchasing, product and category management, marketing, material planning, quality assurance right through to incoming-goods logistics. The process always starts with customer and market requirements. To identify and incorporate these as quickly and as systematically as possible, sales staff, range, product and category management together with purchasing work closely together in project-related product assortment teams. This work goes hand in hand with a system-assisted assessment of...
the current line-up with products recommended for phasing out. As soon as the range of products is finalised, a modern product information management system is used for getting the catalogue ready for printing.

The catalogue also means a commitment in terms of product availability. What implications does this have for the logistics?

Marcus Klein: Yes, launching a catalogue successfully involves the uninterrupted provision of products with the greatest possible level of stock availability as well as an outstanding level of service in logistics. This means that product and delivery requirements must be precisely defined in advance while also demanding flawless master-data management. At the same time, it must be ensured that controlling discontinued and replacement products is synchronised so as to guarantee optimum inventory and warehouse management as well as perfectly organised logistical processes. The process is supported by continual analysis of market potential as well as product availability reporting.

How were sales prepared for the new catalogue?

Marcus Klein: Sales were involved in the process of making the catalogue from the outset. Hettich also attaches huge importance to sales being provided with timely information and training on all aspects before catalogues are circulated on the market. This includes training that focuses on both practice and theory, and also covers exercises additionally supported or complemented by e-learning units.

Are there any measures accompanying the catalogue?

Marcus Klein: In addition to the internal training measures I mentioned, catalogue launches at the retailer are planned in depth. This is where Hettich sales staff provide intensive training in using the catalogue to assist sales and as a tool for advising customers. This also includes retail models, selling points and on-line configurators. Launching a catalogue is also backed up by direct mailshots to the furniture-making trade, advertising campaigns, web-based tools and presentations at topical trade shows, such as Holz-Handwerk 2012. Given its scope, continuous need for updating and ongoing IT developments, the catalogue is also supported through the Hettich website, app as well as QR-tag applications.

Can you estimate how many copies have gone out since the first edition?

Marcus Klein: Counting all six editions of the “Furniture Fittings and Applications” catalogue, about 1.2 million copies have gone into circulation. All laid out, this is enough to fill eleven football pitches.
ArciTech stuns design juries

The new ArciTech drawer system has now attracted two coveted awards: the IF Product Design Award 2012 and the OWL Innovation Prize 2011.

In the IF Product Design Award 2012, ArciTech came through against a competent international field of competitors. The award honours outstanding design achievements for volume products that have not been on the market for more than three years or will go into mass production in the award year. The IF Design Award is regarded world-wide as a seal of quality for design excellence.

The OWL Innovation Prize goes to innovative products, services and processes from the Ostwestfalen Lippe region. Hettich received a special prize for the new ArciTech drawer system. The jury felt that in a bold process and with the biggest investment in company history, a completely new drawer system had been developed that sets new standards with its incredibly smooth running action, high stability and broad product line-up based on a single platform, while also revolutionising previous developments. "The innovation will secure growth and jobs for the company at the Kirchlengern production site and go a long way towards giving the furniture industry in OWL a safe future", the jury concluded. The jury was also impressed by the sustainable overall concept behind the new production facility in Bünde. "The special prize is a tribute to company growth from forward-looking
corporate policy and the courage to invest in Germany, but also to social responsibility and continuous commitment to the Ostwestfalen-Lippe region”, the jury said in its decision.

“We are proud of both awards that acknowledge the product’s outstanding qualities, its design as well as the overall concept, including the newly constructed production facility at company headquarters in Kirchlengern/Bünde”, says Stefan Kükenhöhner, Managing Director Sales and Marketing, Division Kitchen/Bath.

Stefan Kükenhöhner, Ralf Diener, Uwe Kreidel and Wolfgang Steib were presented with the OWL Innovation Prize at the MARTa Museum in Herford, Germany (from left to right).
International Design Award

Hettich and Rehau present the International Design Award for the eighth time. For the first time, though, the award ceremonies took place in the prize-winners’ countries, placing the focus on the students and their designs.

The first of these events was the prize-giving ceremony at Sangmyung University in South Korea. The award went to Bohyun Hwang who, with his “Shelf Luggage” concept, designed a piece of luggage that can turn into a shelf unit. Over 100 guests looked on as Professor Youngse Kim, Dean of Sangmyung University, and Mal Corboy, international kitchen designer from New Zealand and International Design Award Jury 2011, acknowledged Bohyun Hwang’s work in their addresses. Bohyun Hwang, who meanwhile has his own design studio in South Korea, was delighted with the prize that was presented to him by Jimmy Bae, Managing Director of Hettich South Korea.

Katarzyna Karbinska and Jowita Ciszewska from the Academy of Arts in Gdansk, Poland, were delighted to receive the International Design Award for their “DisKee” creation. They designed a complex system of kitchen furniture devoted in particular to persons with disabilities, not only impressing the jury but also their Vice-Chancellor, Professor Ludmila Ostrogorska, who was very proud and pleased with the award. The two students were honoured by Marc Reichling, Head of Corporate Marketing at Hettich, and Michael Reck, Managing Director of Rehau Poland, as part of a vernissage by various art colleges in the historic “Green Gate” at Gdansk.

Students from Chulalongkorn University received their award in Bangkok. The prize was given for their “Fish” group project – a dishwasher that imitates the natural water cycle. In the festive setting of the INDA Gala 2011, a charity gala to collect donations for university projects, Christian Brockmeyer, Area Sales Manager at Hettich, and Robert Poelmann, Regional Manager for South-East Asia at Rehau, honoured students Thanawat Phitukitchaksem, Samascha Samcharoen, Supatsiri Kuenghakir and Thanaphon Morakotchitkarn.

The last of the award presentations took place in Canada. This is where two entries were to attract the International Design Award: Jason Luk, Song Kim, Xuan Nguyen and Marie Kudo from Ontario College Arts & Design were given the prize for their “Wave” group project, a clever and interactive unit for storing, refrigerating and freezing food. Mae Shaban from the University of Toronto impressed the jury with her “Algeoli” concept that recycles...
spent and dirty air as well as dirty water using small membranes in the user’s direct surroundings. Acknowledgement was paid to the Canadian award-winners at the IIDEX exposition by Mike Squizzato, Managing Director of Hettich Canada, Paul Epp, founder of the Epp Atelier, university lecturer as well as International Design Award Juror 2011, and Dr. Thomas Tröger, Marketing Manager of Rehau North America. At the concluding event, Marc Reichling drew a positive balance: “The International Design Award 2011 was a complete success. The competition has once again demonstrated that it provides an international stage for young, talented designers and receives very high media coverage, also outside the industry. We will also continue to offer students, universities and our customers a platform that promotes and supports cutting-edge thinking and, even today, look forward to the International Design Award 2013.”
New star in the refrigerator

As an innovative partner to the white-goods industry, Hettich develops solutions with comprehensive expertise in technology for furniture: The new K08 hinge brings a level of convenience to refrigerators that’s normally only found in furniture.

The kitchen is the hub of the home, a place for cooking, eating, playing and getting together. In recent years, many functions of modern hardware technology have made the transition from living space to kitchen world: such as softly closing pull-outs and drawers as well as hinges with integrated soft-closing function, like the Sensys hinge. The result: convenient movement cycles that make ergonomic sense and which nobody wants to be without any more.

The K08 hinge is now taking this trend to refrigerators and freezers. The hinge with integrated soft-closure shuts refrigerator doors reliably, gently and quietly. Particular convenience is provided by the wide opening angle doors are pulled closed from and the specially developed soft-closing system. A nudge is all it takes for the door to close all by itself. The perfectly balanced closing cycle means that all items in the refrigerator doors stay in their place, leaving clanking bottles and loudly closing doors a relic of the past. The integrated spring makes sure the refrigerator always stays closed. And this certainty’s also given even if the door should ever be closed with a hard, fast push. With an opening angle of 115 degrees, the K08 hinge, which is designed to carry doors weighing up to 62.5 kg, provides full access to everything inside the refrigerator.
No need to look round: A nudge is all it takes for the refrigerator door to close reliably and quietly.
Success guaranteed

Quickly, securely, easily and accurately, this is how the new ArciTech drawer system is fitted and adjusted.

The drawer is fitted simply by placing it on the runners. Connecting with the runners automatically, it engages in place at the correct position when pushed closed. Equally as convenient to remove, the drawer is first pulled out all the way and then lifted off the runner in a controlled movement.

ArciTech also scores in matters of detail work with front panels that are easy to fit and adjust. The front is installed and removed without the need for tools, moving in one dimension and in a single action: It simply pushes on, with acoustic feedback signalling it’s firmly seated. Removal merely involves pulling the

Fitting and removing the ArciTech drawer is fast and easy as it simply slots down and lifts off the runner.

The front panels are fitted and removed with incredible ease in a single action that involves no tools.
release levers on either side in drawer opening direction. The uncomplicated and readily accessible adjustment element comes with self-explanatory symbols that clearly show how to make vertical and lateral adjustments. Front-panel tilt can also be adjusted without tools by means of the railing or with a screwdriver at the DesignSide or TopSide adapters.

With ArciTech, showroom kitchens can be upgraded in just a few steps too. Because the holes already provided in the front panel for the railing are used exactly as they are for DesignSides and TopSides. All that’s necessary is to remove the railing together with connector, screw the front connector for DesignSide or TopSide into the existing holes, push DesignSide or TopSide over the front connector and clip it onto the rear panel. For DesignSide, the adapter sets also needs fitting.

Added benefit: The front-panel holes are always the same for a railing, DesignSide or TopSide so they can be interchanged in a matter of seconds.
Luxury with inner values

It’s the new architectural landmark on the waterfront promenade of Jinji Lake: The InterContinental Hotel in Suzhou near the metropolis of Shanghai.

InterContinental Suzhou is the most prestigious luxury hotel in the historic garden city of Suzhou. This stunning new property occupies a coveted location on the shores of Jinji Lake, a showpiece destination in one of China’s most cherished tourism cities.

The hotel offers 432 luxurious rooms, including 55 suites. The design company CSL worked closely together with Hettich China on fitting out the InterContinental Hotel. The stylish, contemporary rooms combine Chinese influences with high-tech functionality. InterContinental’s five-star requirements included silently and soft closing furniture doors that create a peaceful environment, allowing guests to relax in luxury. Sensys hinges with integrated soft-closure had no problem meeting this demand. Where there was not enough room to install regular-size hinges, OptimatPlus hinges provided the designers with a practical solution needing no compromise. The requirement for perfectly smooth running action and high loading capacity also followed for all drawers and pullouts. A brief that Hettich confidently satisfied with Quadro runners.
Designing spaces that motivate

A place where people spend a third of their lives should be geared towards their needs. This is why Hali Büromöbel follows the objective of creating spaces that motivate and lay the foundation for success.

Set up as a family business in 1942 at Linz, Austria, the company today demonstrates competence and expertise in office systems, room creation and ergonomic seating. Alongside a broad range of product lines in the segment of high-quality office furniture, the focus is on providing individually tailored advice, precision analysis, optimum planning as well as logistics and customer service.

Today, Hali comes across with a very dynamic, youthful image. The new advertising campaign, the website and the WOW! desk line being cases in point. What’s the strategy behind this?

Martin Lindenmair, head of development at Hali Büromöbel: We want our new website, in which children play an elementary part, to convey our values. Cheeky, innovative, bold and open are just some of the impressions that provide an authentic description of the Hali world. And we are particularly proud of our new high-end “Hali WOW!” workstation that’s truly unique both in technology and design.

Traditionally, office furniture tends to be functional and conservative. Does this go for Hali too?

Martin Lindenmair: For years, the classic workplace has been defined by rectangular and cubic shapes, and organic forms are not about to undergo a renaissance. This is why our office solutions come with a clear aim of giving the user a pleasant work environment that also speaks to the emotions. We make statements in these classic office landscapes by loosening them up with colours and our mobile furniture, such as our drawer pedestals or Bullies. This is where customers take the use of well-functioning and, above all, easy-to-operate systems for granted. And when it comes to furnishing an office, support also increasingly comes from the future users of our furniture because customer staff are being involved more and more in the decision-making process. We welcome the opportunity to take this benchmark as a challenge.

How do you rate the current market situation?

Martin Lindenmair: The pace of development on the Austrian
furniture market is slow. Otherwise normally so strong, the economic correlation between Austria and Germany has, for inexplicable reasons, not taken place this time. The economic and political framework will be an interesting challenge over the next few years, but one we will face with confidence and an organised approach.

You are treading new paths with the website. Will it be possible in future to buy Hali products on the Internet too?

Martin Lindenmair: Typically Austrian, the answer to this is yes and no. Our new website aims to get straight to the point and give our customers a clearly structured picture of our products, distribution channel and who to contact. The Web is a key brand touch point for Hali that plays an important part in our communication. True to the motto that “less is more”, we have clearly distanced ourselves from the overloaded database temples of the past. Apart from this, most of our customers still want to come face to face with furniture and be advised on form and colour – and our modern showrooms provide the best place for talks like this.

A glimpse at the future: How will the office change in the next few years? What will be the main trends?

Martin Lindenmair: Teamwork will become ever more prevalent, departments will move even closer together. This demand for specialists in a company to work together on a task-focused and, in particular, solution-focused basis will be reflected in offices. Structures will be broken down, leading to open-style team-based workplaces. This will take place at micro-level, the typical open-plan office with workbench and grossly reduced workstations will belong to the past. Hali successfully implemented this concept at headquarters in Eferding three years ago. It has meant we have been able to cut processing times in engineering by up to 50 per cent, boosting efficiency and giving us more punch.

How will technology in furniture change over the coming years?

Martin Lindenmair: The way we see it, this change will result from a growing fusion of office and home furniture. This, of course, is where driving forces will also come from the continuous improvements and technical innovations on the part of the supplier industry that are generated from a broad and deep penetration of the market.

You have opted for the Systema Top 2000 range from Hettich. What were your main reasons for this?

Martin Lindenmair: The main reason for this decision can be found by looking no further than the Hettich product name, that’s the say the word “system”. When we changed the classic mobile pedestal over to the Systema Top 2000 range, it also enabled us to use it in new furniture, such as our sideboards. We are now also using the tried and proven technology from Hettich in redesigning our Bully furniture line. Other reasons, of course, include the constant advances that are made in Hettich’s standard products without affecting the design of our furniture. As a result, improvements to runner or soft-closing system can be incorporated in production without a problem. It means very little effort is involved in implementing new technologies, like push to open, in our engineering.

What are your main expectations on furniture component suppliers and on Hettich?

Martin Lindenmair: Tailoring modern workplaces to suit individual needs has always given Hali a competitive edge. That’s why our focus clearly points in this direction. This is where Hali’s suppliers must also cater to the wide-ranging wishes of our customers. Working entirely to order while at the same time reducing delivery times poses a further challenge to furniture component suppliers. Hettich is in a position to do this and will, as in the past, accompany us on this path as a partner.
Living on the waterfront

Belfast’s Titanic Quarter is currently one of the largest and most exciting waterfront construction projects in Europe. The first phase of 474 apartment homes has been built with a combination of outstanding design and innovative functionality.

A 185-acre site on the banks of the River Lagan is being transformed into an exciting maritime quarter – with a mile of waterfront. The development will include over 7,500 apartments as well as 900,000 sq. m. of business, office, education, research and development space together with hotels, restaurants, cafes and bars. Rich in history - Titanic Belfast, the world’s largest Titanic visitor attraction opens here in 2012 - the site also offers huge potential for the future. Titanic Quarter will quickly become a major social and business meeting place.

These apartment homes have been equipped with modern fitted kitchens. Design and
functionality are geared towards the most exacting of demands in every detail. Unibase, the contracted kitchen manufacturer, was not prepared to accept any compromise in terms of technical design and quality. This, for instance, is where the InnoTech drawer system provides exemplary convenience and living quality. The versatile platform concept easily satisfies the demand for design flexibility in a high level of quality that extends throughout. The innovative functions reflect the progressive lifestyle in Titanic Quarter.
Unmistakeable kitchens

“Manon, my kitchen ... and me!” is the name of the popular series from Canada’s Canal Vie TV station that makes dream kitchens come true – with hardware technology from Hettich.

Manon LeBlanc is seen as a sort of trademark for home decoration and design across Quebec province. Her new television show revolves around kitchen make-overs with a focus on aspects of practicality and ergonomics. As strong partners were needed in making the programme, Manon LeBlanc and her production team went to see Hettich at the Interzum 2011 fair and at the Hettich Forum in Kirchlengern. This is where they came face to face with Hettich’s ‘Technik für Möbel’ and brand values, not only satisfying themselves of product quality and innovativeness but also gathering new inspiration.

For the “Manon, my kitchen ... and me!” programme, the makers looked for Quebec’s 13 most ghastly-looking kitchens that were to get a completely new look. After Manon LeBlanc’s team had made their choice from the numerous entries, the extensive refurbishing work began. During filming, the Hettich products were installed by an experienced fitter who also explained what makes them...
so different. This way, viewers were also given tips and ideas for their own kitchen.

InnoTech drawer systems played a key part because the broad platform-based concept met all the demands on the new-look kitchens. Design flexibility, for example, comes in abundance from InnoTech DesignSide that harmoniously carries the design of kitchen fronts through to the drawer interior. Participants also gasped in amazement at the Easys electromechanical opening system in combination with InnoTech pull-outs. Fitting this makes particularly practical sense wherever the kitchen user needs an extra hand – at the waste bin, for instance. Handles from the ProDecor collection and Magic lights added pizzazz to the new kitchens.

Broadcast from November to December 2011, the programmes were a huge success and illustrated the importance of cleverly organised spaces and intelligently planned kitchens.

Rita was looking for a modern, feminine kitchen.

Storage space, room for the family, a kitchen that’s fun to cook in, these were on Donald’s wish list for his new kitchen.
Spectacular road show in Japan

Experience and discover by doing – it was under this banner that the ArciTec show was presented to kitchen manufacturers in Japan.

The new ArciTec drawer system had already stunned visitors at the Interzum fair, quickly proving to be a real talking point as a show highlight. Alongside superb product qualities, it also demonstrated fascination value in the way it was presented. In a three-part show, visitors were first primed in a film about “Future challenges in the kitchen”. Following this, they were captivated in an elaborately designed cinema by a 3-D show that didn’t require the use of 3-D spectacles. Without any visible screen, the ArciTec drawer and Actro runner were seen to float about in space. This is where the qualities of the new drawer system were visualised: incredibly smooth running action, high stability as well as the broad platform concept. Visitors then experienced ArciTec first hand. Glass cabinet carcasses revealed how the Actro runner works, with everyone being able to satisfy themselves of the system’s perfect running properties with a drawer carrying a weight of 80 kg.

This successful concept was taken directly to Japanese kitchen manufacturers. A spectacular road show brought home the innovative nature of the overall ArciTec concept. Two trucks provided the setting for the 3-D cinema, glass carcasses.
as well as exhibits. With the road show being staged at the manufacturer's factory premises and at Tokyo Airport, numerous workforce members had the chance to visit the show without costing them too much time. Impressed by the well-balanced overall concept, visitors also concentrated on the aspect of installation and came face to face with the system’s product qualities by testing them out first-hand.

“In just the same way as at the Interzum fair, the idea focused on letting kitchen manufacturers experience and discover ArciTech by doing”, says Stefan Kükenhöhner, Managing Director and head of the Kitchen/Bathroom Division at Hettich. “The road show enabled us to capture an audience of over 360 visitors, including managing directors, staff from development, marketing and sales. They were all shown to be really impressed by the all-embracing overall concept and by ArciTech as a future-proof product.” Martin Blickmann, Managing Director of Hettich Japan, reports that the road show led to glowing feedback from kitchen producers. “Feedback from customers confirms that with its qualities, ArciTech meets the needs and demands of the Japanese market: high loading capacity, also at the front, wide pull-outs with high lateral stability and excellent running action.”
The first call went out at the “EEM” fair in Moscow. Playing a key part were the members of the Gudkov family who live in a Moscow suburb and were chosen with the help of a charity organisation. With their five children, the eldest son being 17 years old and the youngest just one, the family place particular demands on their kitchen. It needs to meet all the technical demands, be planned to make ergonomic sense and come with well-organised cabinet interiors and contemporary hardware technology.

Over 70 designs went before the jury that was made up of experts from various specialist fields: Natalia Postoeva, chief editor of the “100 Per-Cent Kitchen” magazine, Victoria Berezko, chief editor of “Housing Response” magazine, Mikhail Glukhov, head designer at “Marya” furniture factory, Igor Maksyuk, deputy director of the “Stilnye Kukhni” company, and Sofia Rives, editor of the “Furniture” column in the “Ideas for Your Home” magazine. In the designs, every detail counted because alongside well-planned modules, interior organisation was also of key importance.

Winning first prize, the design by Sofia Faber, a student from Saint Petersburg, was produced and fitted in the Gudkov’s home. “I’m so pleased the Gudkov’s now have a bright kitchen that creates such a positive mood”, the prize winner says. Her design is based on the Intelligent Kitchens planning concept from Hettich that ensures short distances as well as optimized work flows and storage space. Drawers and pull-outs that close quietly and gently and cleverly organised interiors providing plenty of storage space, hinges with integrated soft-closing function and many other details left the jury and the Gudkov family in no doubt. Designers Dmitry Vorobyev from Belgorod and Alexander Moshkin from Saint Petersburg came second and third. “I’m delighted this competition has made Sofia Faber’s prize-winning kitchen design a reality that will bring happiness to this big family”, said Natalia Postoeva, chief editor of “100 Per-Cent Kitchen” magazine in her congratulatory address.
Geared to success

Hettich Japan looks optimistically to the future – with a long tradition, innovative furniture fittings and a practised customer focus.

Hettich in Japan can look back on an eventful 2011. Alongside its 20th anniversary, Hettich products have a tradition in Japan that goes back even further. Of course the earthquake and ensuing tsunami as well as the resultant logistical problems had a major impact on the Japanese subsidiary as well. The members of staff managed to keep customer service going without interruption. Since then, the team at Hettich Japan have been concentrating on the future, presenting product innovations on an impressive exhibition stand at the Japan Home & Building Show in September 2011.
The main attractions included TopLine and SlideLine sliding door fittings with integrated soft-closing function, the IF Product Design Award winning Sensys hinge as well as various versions of Quadro drawer runners. The show team brought huge visitor numbers face to face with Hettich’s brand values of quality, innovation, closeness to customers and reliability. “On the one hand, the positive responses to our products from visitors show we meet the needs and demands of the Japanese market. On the other, it was important confirmation to staff at Hettich Japan that their efforts had been worth it in this turbulent year. We have all shown tremendous commitment to being a reliable partner to our customers even under difficult conditions”, reports Martin Blickmann, Managing Director of Hettich Japan.
The perfect drawer

The new multimedia ArciTech drawer configurator generates customised drawers at the press of a button and visualises ideas for different options.

The selection and combination possibilities are virtually unlimited: Side profiles in white, silver and anthracite as well as three heights, side profile lengths between 270 and 650 mm, seven rear-panel heights as well as three side elements in the form of railing, DesignSide and TopSide.

The ArciTech drawer configurator is used for demonstrating all drawer options to the customer on a contemporary basis. The broad platform concept offers plenty of potential for standing apart while giving customers flexibility in quickly responding to economic trends, market fashions and consumer preferences. The configurator provides a fast overall picture of the concept's many and varied options.
New showroom in
New Zealand

October 2011 saw Hettich open its new showroom in Auckland. Hettich’s product portfolio is now on display in a beautiful large space that’s light and airy.

Products from hinges, pantries and handles to drawers and sliding-door systems are showcased harmoniously in the inviting display environment allowing users with their diverse wishes and needs to see and touch the product. Products that can be touched, tried out and interacted with leave no margin of doubt.

“We see our showroom as a platform for discussion, providing information and, of course, displaying products”, says Mike Cross, Country Manager at Hettich New Zealand. With this in mind, numerous events have already been held for designers, joiners and distributors with more planned for the future.
Secrets of kitchen design

During the Mebel Furniture Exhibition in Moscow, Hettich organised an evening on kitchen design with inspiring discussion.

Over 250 guests discussed future kitchen trends with German designer Michael Schmidt. How is kitchen design changing in the modern world? What changes can be expected in the light of kitchen users’ attitudes? These and other questions were raised during the presentation, with many designers attending reporting they had been given valuable inspiration for their own products.

An entertaining programme rounded off the event. One of the highlights was the prize draw for a trip to the Hettich Forum at company headquarters in Germany. The winner will get the chance to experience “Technik für Möbel” in an impressive atmosphere and gather impressions first-hand. “We are delighted at being able to welcome so many guests. For us, it is important that Russian furniture producers follow a clear intention to advance, study and take on board European experiences. We at Hettich not only provide our customers with complex solutions for kitchen furniture but also share our knowledge of modern trends in European design with them. In other words: We play the part of a guide to a world of inspiration and new ideas, so to speak”, says General Manager of Hettich Russia, Dr. Waldemar Schwarzkopf.

Dr. Waldemar Schwarzkopf welcoming over 250 guests to a discussion on modern kitchen design.
Expo AMPIMM 2012, Mexico City, Mexico; 13/06 – 15/06/2012

Furniture & Interior, Almaty, Kazakhstan; 13/06 – 16/06/2012

CBD 2012, Guangzhou, China; 08/07 – 11/07/2012

AWISA, Sydney, Australia; 11/07 – 14/07/2012

Tecno Mueble Internacional, Guadalajara, Mexico; 15/08 – 18/08/2012

IWF, Atlanta, USA; 22/08 – 25/08/2012

Expo Nacional Ferretera, Guadalajara, Mexico; 06/09 – 08/09/2012

Hout, Rotterdam, The Netherlands; 02/10 – 05/10/2012

SibFurniture, Novosibirsk, Russia; 02/10 – 05/10/2012

Furniture-2013, Minsk, Belarus; 09/10 – 13/10/2012

Intermob, Istanbul, Turkey; 13/10 – 17/10/2012

SICAM, Pordenone, Italy; 17/10 – 20/10/2012

Prowood, Ghent, Belgium; 21/10 – 25/10/2012

Subject to change without notice

Publication data
Publisher
Hettich Marketing- und Vertriebs GmbH & Co. KG
Postfach 1240
32269 Kirchlengern
Germany

Layout and design
Geyer Gestaltung, Werbung und Kommunikation GmbH, Bielefeld

Editorial Office
Hettich Management Service GmbH
Dr. Nina Stackelbeck
Vahrenkampstraße 12-16
32278 Kirchlengern
Germany

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