

IFA 2025: Midea showcases kitchens with Easy Access solutions from Hettich

Partners intensify their cooperation

Appliance manufacturer Midea consider their products to be an integral part of kitchens. From the 5-9 September 2025, Midea will also be presenting its dishwashers and fridges in complete kitchen worlds at the IFA trade fair in Berlin. To this end, Midea and fittings specialist Hettich have intensified their collaboration and are staging the "Easy Access" theme at the Home & Consumer Tech trade fair, from kitchen furniture to kitchen appliances.

For Michael Lehmkuhl from the Hettich management team, the intensification of the partnership with Midea is a natural step forward: "The desire of kitchen users for simple operation, ergonomics and convenience is ideally fulfilled by the fact that dishwasher or refrigerator functions continue from the inside to the outside throughout the entire kitchen. Our innovative fitting solutions form the perfect connecting bracket," he explains. That's why IFA visitors will find two kitchens with Hettich solutions alongside Midea's impressive dishwasher portfolio. There are nine cabinet bodies with different comfort functions to discover, all of which serve the "Easy Access" trend and are design-orientated at the same time. Further essential furniture concepts include the well-organised interior decoration of AvanTech YOU and ArciTech drawers, the easy accessibility of rear cabinet contents with the practical ComfortSpin turntable, and cabinet interior fittings for corner cabinets. With the WingLine L folding door system, the kitchen furniture slides open with a single handle, providing an

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overview and access to the entire contents of the cupboard. The ergonomic lift systems from Hettich are also exciting, allowing cabinet contents to be moved completely downwards for easy access. These are complemented by pull-out shelves for more storage space at working height. Easy accessibility in the kitchen is crowned with the height of user convenience thanks to the world's first ComfortSwing lift system for dishwashers, which is used in Midea's premium models. The bottom rack can be moved to the convenient working height of the top rack and loaded and unloaded without straining your back. Kitchen users can experience state-of-the-art kitchen appliances that perfectly fulfil their requirements for a kitchen that is simple and ergonomic. Users will also benefit from the collaboration between Midea and Hettich in the future: both partners are working on a new project for refrigerators. The first prototypes will already be on show at IFA. Among other things, a French door appliance from Midea was equipped with the K05 refrigerator hinge from Hettich, which makes the appliance disappear behind the furniture front.

In Hettich, appliance manufacturers find a strong partner with innovative fitting solutions for more design, comfort and ergonomics in the kitchen.

<https://www.hettich.com/short/2l3hgww>

The following picture material is available to download from the "Press" menu at www.hettich.com:

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Midea and Hettich have intensified their collaboration and will be presenting convenient furniture solutions for the kitchen at IFA 2025 in addition to innovations for electrical appliances. Photo: Hettich



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ComfortSwing from Hettich is the world's first lift system for dishwashers to be used in Midea's premium models. Photo: Hettich

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In the Midea kitchen worlds, Hettich shows how the ergonomic functions of electrical appliances can be transferred to kitchen furniture using various fitting solutions. Photo: Hettich

About Hettich

Founded in 1888, Hettich is one of today's largest and most successful manufacturers of furniture fittings on the international stage. The family-owned company is based at Kirchlegern in the furniture making cluster of Germany's East Westphalia region. Some 8,400 members of staff work together to provide our future proof solutions in over 100 countries. Promising "It's all in Hettich", the Hettich brand provides a comprehensive portfolio of services that is consistently and resolutely geared to the needs of customers across the globe. By tradition, top priority has always been at the focus of everything we do to ensure social, societal and ecological sustainability. www.hettich.com

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