

“Best of the Best” with kitchen furniture: Hawa wins the Kitchen Innovation Award 2024

The “Hawa Concepta III” product family, which was developed by Swiss company Hawa Sliding Solutions AG together with furniture designers and manufacturers, planners, users and fitters, won over the voters with an “excellent overall impression” and “above-average customer orientation”. The consumers voted the latest generation of pivot and folding/slide-in hardware the best product in the kitchen furniture and equipment category at the Kitchen Innovation Award 2024. Hawa therefore received the top award, the “Golden Award – Best of the Best”.

Intelligent storage solutions for clearing up quickly. A clear, understated design with a uniform color scheme. Innovative ways of effortlessly keeping things tidy. These are the most important results of the latest trend study which market research institute K&A Brand Research AG was commissioned to carry out by LifeCare.Network, the institution which presents the Kitchen Innovation Award. The kitchen of the future is becoming more and more of a multi-functional room.

Living flexibility in the blink of an eye

Hawa has recognized the signs of the times at an early stage with the patented solution for pivot and folding/slide-in hardware. Its name “Hawa Concepta III” stands for the high art of furniture transformation. Entire kitchen units disappear in an instant behind a uniformly designed and flush front, or kitchen functions which were previously concealed become available within seconds. This flexible use makes it possible to integrate a home office and open up the kitchen into the living area.

Powerful arguments for kitchen customers and retailers

Functionality, operating comfort, innovative strength, product benefits and design – these were the criteria against which the “Hawa Concepta III” family had to be measured in the competition, and which the hardware withstood in every respect. However, they also fulfil another requirement from the consumers: Their durability makes a contribution to the sustainability of a kitchen.

Chosen by experts, appreciated by consumers

The Kitchen Innovation Award is a consumer award: The first stage consists of a preselection of products by a jury of experts. During the second phase, the nominated products are evaluated by consumers – on the basis of a representative survey by K&A Brand Research. Trade purchasers and consumers are therefore given simple, objective and transparent orientation which helps them to make purchasing decisions.



Caption: Matthias Rothbrust from the “Hawa Concepta III” innovation team (2nd from left) received the “Golden Award – Best of the Best” from Susanne Nick, the Kitchen Innovation Award project manager, and Dr. Uwe Lebok, board member of the commissioned market research institute K&A Brand Research AG in the enjoyable atmosphere of the Kitchen Innovation Award prizegiving in Frankfurt on January 27, 2024. On right in picture: Stephan O. Hansch, CEO LifeCare.Network. Photo: Hawa Sliding Solutions AG

Hawa Sliding Solutions AG

Hawa Sliding Solutions AG has been developing and producing sliding hardware for doors, partitions, furniture and facades in the residential & hospitality, health & retail, office & education

sectors since 1965. More than 350 patents bear witness to the innovative strength of the Swiss company and its own claim to continuously assert itself as a global market and technology leader. More than 60 product families form the basis for comprehensive solution competence which also serves the megatrends: Microliving & Fluid Spaces, Building in Existing Contexts, Energy Efficiency & Climate Protection as well as Inclusive Design. Hawa operates in more than 70 countries worldwide, with two production facilities in Switzerland (Mettmenstetten and Sirmach), foreign subsidiaries for North America (Dallas, USA), Asia and the Pacific region (Singapore) and the Middle East (Dubai, UAE), and with more than 200 sales and specialist partners. #Hawa Sliding Solutions AG, Untere Fischbachstrasse 4, 8932 Mettmenstetten, Switzerland – www.hawa.com