

Kesseböhmer@Home, 4 to 7 May 2021

## **Coming home at Kesseböhmer@home**

The future of furnishing in a historic half-timbered house

**It is an invitation to a very personal and, above all, realistic home that Kesseböhmer is extending this year with “Kesseböhmer@home”. With this, the fittings specialist has developed its own digital platform, at the centre of which is the historic half-timbered house on the company premises in Dahlinghausen. Logging on to [kesseboehmer-cominghome.de](https://www.kesseboehmer-cominghome.de) opens the door to the future of living and furnishing.**

Kesseböhmer takes the design trend of slim and closed tray geometries a step further with “ARENA pure”. Purist and expressive, it fits in with straightforward modern yet homely interior design and the trend towards a minimalist frame design. The clear look of slim and closed tray edges can now be found throughout all Kesseböhmer pull-out systems – both in the form of curved and straight geometries for tall, corner and base units of various widths.

With two new entry-level product ranges, Holzwerk Rockenhausen has created high-quality alternatives to the plastic cutlery inserts that are often used as standard. In addition to drawers and pull-outs, the company is also targeting the kitchen niche with organizational solutions for the first time, at the interzum 2021.

In the kitchen, the “FREEslim” also provides a preview of a future generation of fittings for wall units. The ultra-thin lifters follow the trend towards minimalist and concealed fittings technology but demonstrate all of the performance features that today’s market demands. The new technology for versatile opening options for wall units has an ultra-thin appearance with dimensions comparable to an i-Pad and is either located on the side panel or fully disappears into it.

In the digital visualization of the “smart urban kitchen 2021”, Kesseböhmer brings its entire fitting system expertise into just a few square metres. The core products make optimum use of storage space in the smallest possible area, sorting the contents clearly and making them conveniently accessible. With the “Smart Box”, a specially developed control module, Kesseböhmer demonstrates how the fittings can be instructed by voice.

### **Kitchen & Utility room**

For the first time, “K-Line” conceals a comprehensive fittings family that meets the demand for quality and functionality in price-sensitive markets and thus represents the entry into the world of Kesseböhmer products. However, its unpretentious and flat design vocabulary also flows into a comprehensive functional and modular range for the utility room. In May 2021, Kesseböhmer will be providing initial arguments with a preview of its new range, which is quite distinct from the core range.

### **Walk-in closet or dressing room in the bedroom**

“Conero” has been developed by Kesseböhmer as their extensive range of fittings for the private dressing area. It features a high degree of scalability so it will be attractive to a broad target group. The concept is aimed at the greatest possible adaptability to any bespoke planning situation. In their own words, Kesseböhmer is also presenting a world first within their “Conero” range in the form of a wardrobe lift complete with shelf. The lowerable and conveniently accessible storage space above the clothes is considered a unique selling point.

### **Room design with “YouK” and “K2Build”**

Originally launched as a steel ladder element for shelving units, “YouK” now serves as a starting point for fitters to transform into a multi-variant furniture and interior design system using a broad range of customised extensions. For this purpose, Kesseböhmer developed a complete set that is like a ready-made baking mix for an individual planning situation. “YouK” thereby lays the foundation for modern and functional industrial design to move into all living areas. With inserted table tops, “YouK” even becomes a home office or “co-working space”.

## eServices

Kesseböhmer will complement its trade fair presence with a presentation of its updated eServices programme. This comprises a CAD portal, an eLearning platform and marketing support. The aim is to make products easily accessible to customers and sales partners – from getting acquainted with them to design and installation. This means the fittings specialist can see an entire process chain.

## Processing aids

Last but not least, Kesseböhmer is launching a new processing philosophy in May 2021. With a clear performance promise, the brand wants to give trade partners and those in small-batch furniture production, the feeling that they can be confident they are in good hands with the fittings specialist. “K2X” offers fitters, especially those without a CAD-CAM workflow, innovative tools for easily incorporating products from the core range into furniture or interior design.

interzum remains important to Kesseböhmer as a platform for innovations. The new format now opens up the opportunity for the first time, to invite visitors into their own four walls at the best time of the fair. Over the course of the year, Kesseböhmer still wants to invite and train people from customer organisations and subsidiaries and from sales and business partners who would not normally have the chance to come to Cologne or Dahlinghausen. The offer includes hybrid solutions for personal talks and tours of the stand.



*Caption: Kesseböhmer developed its own digital platform for Interzum @home 2021, centred on the historic half-timbered house on the company premises in Dahlinghausen. Photo: Kesseböhmer*

## Kesseböhmer Beschlagsysteme