INTERZUM Cologne, 21. – 24. May 2019

„Driving the future“ – Kesseböhmer at Interzum 2019

Kesseböhmer has announced its presence at Interzum 2019 with a new generation of forward-looking product innovations, smart design, clever technology and well-thought-out digital applications. The company is consciously drawing attention to what is possible in the here and now in terms of storage space and food storage planning. Because the present, according to the fitting systems manufacturer, is the basis for what will influence furniture in the next three to five years. The motto for Kesseböhmer's presence at the 60th anniversary of the world's leading trade fair for furniture production and interior design is „driving the future“.

Kesseböhmer's stand D020/E021 in Hall 8.1 in Cologne from 21 to 24 May 2019 will be fresh and striking. The new architecture coordinates perfectly with the design of the only recently relaunched online platform. Forming part of the stand architecture, the „tRACK“ convertible shelf system with its striking T-connectors and dramatically airy and horizontal appearance makes a confident statement for the values that Kesseböhmer lives by: traditional craftsmanship, expertise in metalwork and metal processing, consistency and style. The topics at the trade fair are oriented towards the big trends of our time: individualisation, urbanisation, digitalisation, simplicity and reduction to the essentials.

En miniature

Kesseböhmer will be promoting the concept of lifting as their topical highlight and demonstrating technology that does not wear out in a new flap fitting. This unobtrusive, small but mighty fitting differs greatly in size and design from current conventional solutions but offers an advantage in terms of practical function. „FREEspace“ is already a prizewinner before starting out at Interzum. The company will also be looking forward to a future generation of fittings for wall units, taking the art of omission one step further against the backdrop of the miniaturisation of furniture fittings with its „FREEslim“ concept study.

Small & smart

Kesseböhmer is following two trends at the same time with the „urban smart kitchen“. This just shows how a small kitchen measuring just six square metres can be planned in a practical and user-friendly way using intelligent fitting solutions, how the technology makes the best use of storage space when floor space is tight, creating clear overviews and easy access to the contents. Using a control module developed in-house, Kesseböhmer is readying its relevant fittings for use in the smart home so they can also be voice-controlled as an option.

This is based on the „eTouch“ technology, which finds its logical continuation in „eTouch+“ in time for Interzum. The unit for larders and more provides for convenient opening in consistently handle-free kitchens at an attractive price. It is easy to install, opens in response to pressure to reveal a mere gap and closes automatically.

Focus on the classics

The „TANDEM“ in particular will be in the foreground at Cologne, comparing the overview, access and greatest possible storage space of various larder unit solutions. The „LeMans“ corner unit pull-out will be there to show off up to 70 percent more storage space than a unit with pull-outs in the „dead“ corner. Open storage space that can be accessed effortlessly and contributes to generous and airy living space planning will also play a role at Interzum. Kesseböhmer has developed a ladder shelving unit that will debut at Interzum 2019 in Cologne under the name of „YouK“.

Kesseböhmer will be presenting „DISPENSA junior slim“, the slim larder pull-out which can be retrofitted for base units and is a true allrounder with optimum use of width and optimised for storage and logistics. One single fitting is enough for any unit width. Access from either side, which eliminates the need for right and left-hand versions, makes planning simple. Moreover, the new version fits harmoniously into the „DISPENSA“ family – with almost all of the benefits such as consistent tray design, height adjustability of the trays, use of

hanging elements and „YouboXx“ compatibility.

Wood and metal

Not least, Interzum will also be about development partnerships and customisation opportunities for industrial customers. The flexibility of the metalworking and processing company in making customised solutions a reality is demonstrated by the almost provocative use of on-trend colours for frames and racks, fittings and trays. Powder paints, chrome, brass, matte gold and rare black chrome with its depth effect will run through the entire exhibition presence, setting targeted accents with the primary intention of inspiration. Because every furniture manufacturer wants to project their own image and that should be reflected in their fittings.

Holzwerk Rockenhausen will be adding to the customisation concept with their potential for innovation in the development of premium quality wooden interior fittings for drawers and pull-outs in kitchens, bathrooms and living areas. Over the last two years the company, which focuses on craftmanship, has gradually aligned itself as an industrial handcraft manufacturer; their slogan „Wood is our passion. Tailor-made in Germany“ remains their driving force. Holzwerk Rockenhausen will be appearing at Interzum with entry-level programmes, sustainable materials and as a development partner for the industry, making customised solutions a reality. Martin Rau, who took over the management of the company on site in Rockenhausen in April 2019 and is now running the woodworking company along with Burkhard Schreiber, will be introducing himself to the international public.

Services for furniture design, product support and training

Internet-based services will complete Kesseböhmer’s presence at Interzum 2019. The supplier simplifies and speeds up furniture design and production at its customers sustainably with its own CAD portal and by feeding the supplier’s product data into the IMOS ‚iFurn‘ library. A new service portal that will start at the same time as the trade fair will provide product support. The training portal offers training to Kesseböhmer employees across the world.

