Inspiration and Innovation in Italy: Sicam offers Kesseböhmer an optimal dialogue platform

The Kesseböhmer Group looks back on the tenth edition of Sicam, the trade fair for suppliers to the furniture industry, in Pordenone, Italy, with great satisfaction. Kesseböhmer GmbH, Bad Essen, and Holzwerk Rockenhausen used the platform in October 2018 to nurture and intensify relationships with their partners. Burkhard Schreiber, CEO, described the quality of the meetings held in Italy as „very promising".

They primarily revolved around two topics which can be listed under the strong trend towards customisation: a new shelving unit, which Kesseböhmer is manufacturing to meet customers' wishes in various geometries and sizes of uprights, profile cross sections and surfaces thanks to their particular skills in metalworking and finishing, and secondly around the combination of wood and metal. This is more topical than ever, according to Schreiber, and is tapping into the potential created by the synergies with Holzwerk Rockenhausen which emerge within the corporate group.

The subsidiary once again demonstrated its innovative potential for developing customised solutions in interior fittings for drawers and base unit pull outs at Sicam under the slogan "Wood is our passion – tailor-made in Germany". The combination of solid wood and metal was particularly well received again, as was the idea of continuing the on-trend horizontal lines, which are created on the fronts by oversized drawers and pull outs, on the inside.

New topics for communication introduced

"While we were in Italy, we were able to convey strongly that the corporate grouping of a woodworking and a metalworking company results in a diverse base for almost limitless customisation and adds value for our customers," said Schreiber. The positive feedback from customers and partners also showed that the new topics for communication are being well received.

At Sicam, Kesseböhmer displayed comparable fittings for 60 cm base units with pull outs next to the "blind corner" directly alongside their "LeMans" corner unit pull out, clearly demonstrating that the "LeMans" offers up to 70 percent more storage surface. Next to this was the reasoning behind the two-part "Tandem" fitting which offers a view of the food stored inside it that is twice as good compared to a larder unit with pull outs or shelves.

Kesseböhmer feels at home in Northern Italy. This was the tenth time that the company had invited numerous customers and partners to their showroom in Motta di Livenza on the Tuesday evening for a relaxed get together. "I had the feeling that our guests were enjoying themselves very much again this year," said Burkhard Schreiber happily. And that was the most important thing for the host.

Caption 1: The Kesseböhmer Group looks back on the tenth edition of Sicam, the trade fair for suppliers to the furniture industry, in Pordenone, Italy, with great satisfaction. Kesseböhmer GmbH, Bad Essen, and Holzwerk Rockenhausen used the platform in October 2018 to nurture and intensify relationships with their partners. Photo: Kesseböhmer

Caption 2: The Kesseböhmer Group looks back on the tenth edition of Sicam, the trade fair for suppliers to the furniture industry, in Pordenone, Italy, with great satisfaction. Kesseböhmer GmbH, Bad Essen, and Holzwerk Rockenhausen used the platform in October 2018 to nurture and intensify relationships with their partners. Photo: Kesseböhmer

Caption 3: At Sicam 2018 in Pordenone, Kesseböhmer displayed lots of possible variations of a new shelving unit which the company is manufacturing to meet customers' wishes in various geometries and sizes of uprights, profile cross sections and surfaces thanks to their particular skills in metalworking and finishing. The diverse range of surfaces and thin metal shelves were just as eye-catching as the combination of wood and metal that has been reinterpreted time and again since the Interzum trade fair in Cologne in 2017. Photo: Kesseböhmer

Caption 4: At Sicam 2018 in Pordenone, Kesseböhmer displayed lots of possible variations of a new shelving unit which the company is manufacturing to meet customers' wishes in various geometries and sizes of uprights, profile cross sections and surfaces thanks to their particular skills in metalworking and finishing. The 20 cm deep version of the shelving unit can be used as a midway solution in a kind of studio kitchen. Photo: Kesseböhmer

Caption 5: At Sicam, Kesseböhmer demonstrated that the "Tandem" larder unit holds the weekly shop for a family of four. The dual fitting offers a view of the food stored inside it that is twice as good compared to a larder unit with pull outs or shelves. Photo: Kesseböhmer

Caption 6: At Sicam, Kesseböhmer displayed comparable fittings for 60 cm base units with pull outs next to the "blind corner" directly alongside their "LeMans" corner unit pull out, clearly demonstrating that the "LeMans" offers up to 70 percent more storage surface. Photo: Kesseböhmer

Caption 7: At Sicam, Kesseböhmer displayed comparable fittings for 60 cm base units with pull outs next to the “blind corner” directly alongside their “LeMans” corner unit pull out, clearly demonstrating that the “LeMans” offers up to 70 percent more storage surface. Photo: Kesseböhmer

Caption 8: The “Arena pure” tray matches the slim framework look of drawers and pull outs from Kesseböhmer with its wooden base and seamlessly bonded metal railing style surround and makes a contemporary statement. At Sicam 2018 in Pordenone, the company demonstrated how to design consistent cabinet interior fittings so typical of the brand using this design-driven innovation. Photo: Kesseböhmer

Caption 9: Holzwerk Rockenhausen once again demonstrated its innovative potential for developing customised solutions in interior fittings for drawers and base unit pull outs at Sicam under the slogan “Wood is our passion – tailor-made in Germany”. Photo: Kesseböhmer

Caption 10: The combination of solid wood and metal from Holzwerk Rockenhausen was particularly well received at Sicam, as was the idea of continuing the on-trend horizontal lines, which are created on the fronts by oversized drawers and pull outs, on the inside. Photo: Kesseböhmer