

Interzum, Cologne, 16th to 19th May 2017

Kesseböhmer opens up the kitchen as living space

Drive to reach new target groups with the tRack shelf system

The trend to open-plan kitchen-living rooms has inspired Kesseböhmer to launch into promising new territory with a novel open storage solution. Taking “Be a voice, not an echo” as its motto, the company will be launching a strikingly attractive and utterly distinctive, modular shelving system at the Interzum 2017 in Cologne, Germany. Dubbed the “tRack”, the new, versatile system offers exciting and original options for interior design in and near the kitchen.

With choices all along the line – of surface finishes, shelf materials and the colour of the metal profiles and connectors – the tRack is the perfect response to today’s yearning for individuality and a creative blend of design flair and practicality in personal living spaces.

tRack is a boon to interior designers; it bridges transitions between different living spaces with assured style, linking spaces and giving them a whole new look. Kesseböhmer views the system as an opportunity to open up additional new markets. The company also recognises the need to exploit this potential to the full.

This is why the company hopes to start conversations with prospective partners during the Interzum to develop a joint strategy for promoting the new system to high-potential target groups such as architects, interior designers and planners.



