# Kesseböhmer@home: 2021 fittings innovations in historical half-timbered building

**Fittings specialist Kesseböhmer is also developing its own digital platform for the industry highlight of the Interzum year and will be docking at "interzum @home" from 4 to 7 May 2021. The presentation will focus on the historical half-timbered building on the company's grounds in Bad Essen-Dahlinghausen, Germany. The building forms a fitting link between the company's history and its traditional values and the future of living and furnishings. "Kesseböhmer@home" can be seen as a synonym for people's own homes. Everything here revolves around various living environments, where Kesseböhmer turns trends into reality and plays with colours, revealing innovations and presenting its latest services.**

The 2021 trade fair motto "Kesseböhmer@home" can be interpreted as an invitation to visit a totally individual and above all, realistic, home. The kitchen, living room and bedroom, the dressing room and utility room all serve as hotspots where the company is placing its new products this year.

In the kitchen, the "FREEslim" offers a taste of a future generation of fittings for wall units. The ultra-thin lifter follows the trend towards minimalist fittings technology but still demonstrates all of the performance features that today's market demands.

Kesseböhmer takes the design trend of slim and closed tray geometries one step further with a steel version of "ARENA pure". It can be found again in all of the pull-out systems from Bad Essen. The clear, purist and expressive design fits in well with a cosy interior design style and the minimalist frame design of modern kitchens.

The new "K□Line" represents the entry into the Kesseböhmer product world. On the one hand, its unpretentious design vocabulary flows into a functional and modular comprehensive range for the utility room, which has already received some very promising customer feedback during initial previews. On the other hand, "K□Line" will be used in larder, corner and base units – a future development where Kesseböhmer has its eye on international markets in particular.

**Convenience and practical functionality beyond the kitchen**

"Conero" is a cluster of fittings premiering this year at Kesseböhmer, offering a high level of product performance for private dressing rooms in terms of design, practicality and ease of use. "Conero" features the greatest possible scalability so it will be attractive to a broad target group.

"YouK", originally launched as a steel ladder element for shelving units, now serves as a starting point for fitters to transform into a richly variable furniture system using clever additions such as wooden shelves and baskets, introducing the modern industrial style into any living area.

**Solutions for Trade & Industry**

Kesseböhmer is adding the presentation of an eService program to its trade fair line-up. This comprises a CAD portal, an eLearning platform and marketing support. The aim is to make products easily accessible to customers – from getting acquainted with them to design and installation. This means the fittings specialist can see an entire process chain.

In addition, Kesseböhmer will be launching a new processing philosophy this year. "K2X" offers fitters, especially those without a CAD-CAM workflow, an innovative tool for easily incorporating products from the core range into the furniture or interior design.

Interzum remains important to Kesseböhmer as a platform for innovations. For instance, the new format this year opens up the possibility for the fittings system specialist to invite people into its home at the best Interzum time and for customers to get the maximum experience out of it. To achieve this, Kesseböhmer is happy to accept the challenge of a digital solution to make the accustomed direct, often also spontaneous contact that a physical trade fair offers as personal, intuitive and lively as possible in a digital format.

Kesseböhmer sees opportunities especially in the sustainability that a digital presence brings with it. For example, the fittings manufacturer is expecting a large international attendance and is also hoping over the course of the year to invite and train people from customer organisations and subsidiaries, from sales and business partners who would not normally have the chance to come to Cologne or Dahlinghausen. Also on offer will be hybrid solutions for personal meetings and tours of the stand. Furthermore, social media will play a big role. Registration is possible from April 2021 by following this link www.kesseboehmer□cominghome.de.




*Caption: The focus of Kesseböhmer's Interzum 2021 presentation will be the historical half-timbered building on the company's grounds in Bad Essen, Germany. The building is a fitting link between the company's history and the future of living and furnishings. "Kesseböhmer@home" can be seen as a synonym for people's own homes. Photo: Kesseböhmer*