Manufacturer in-house exhibition 2024.
next level of innovation.

Presentation of innovation-filled new features on 5,400 square metres of inspiration

Verl. Inspiring customers over and over again: This goal is a core part of Manufacturer DNA. True to the motto "next level of innovation", Manufacturer 2024 in-house exhibition invites visitors to join an innovation-filled journey of discovery through the now 5,400 square metre exhibition area. Innovation, coordinated design and product perfection, but also innovative marketing and service concepts are the focus of this year's exhibition.
In this year's exhibition, Manufacturer will offer its partners and customers creative impulses for planning and design - for kitchens, bathrooms and living rooms, but more than ever before also for multi-room furnishing concepts. A total of 127 plans showcase the unique breadth of planning and design offered by Manufacturer new collection: 50 kitchens, 36 bathrooms, 41 living and dining solutions and, in addition to all that, 5 fully furnished apartments in different sizes provide plenty of inspiration for designing a complete home.

next level of innovation.

After completing the extensive grid change-over, Manufacturer is now raising the interiors of its furniture in all segments to the next level of innovation with the 2025 collection: The kitchen, bathroom and living segment are getting brand-new interiors. The heart of this year's collection of new features is the innovative drawer system nBOX. That is why the tour through Manufacturer exhibition will start with the 400-square-metre nBOX world.

ideas become innovation

After their credentials have been confirmed, visitors will first walk through the innovation tunnel, where a unique set-up of mirrors and animation elements will provide special insights into the new nBOX system. The first stop in the inspiring journey through the nBOX world is the **3D cinema**, where the central new feature of this year's collection will be presented digitally.

The new drawer system is defined by unique added value in design, convenience and options for customisation. That is why the three core messages **More Design. More Comfort. More Choices.** accompany visitors throughout the film, but also throughout the exploration area immediately after. In this section, glass units present the physical product in all its variants.

At the end of the nBOX area, the prompt **discover more >>** invites visitors to leave the technical presentation and take a tour through the worlds of Manufacturer kitchen and living space design. In the passage to these worlds of design, **three-dimensional moodboards** provide some initial inspiration related to new trends, materials and surfaces included in the collection of new features.

This year, Manufacturer has once again focused on consistent development of the kitchen, bathroom and living segment and its extensive range of services. The exhibition therefore follows a clear structure based on product and service segments.

Front design 2025

With a total of 50 plans, kitchens are the starting point and main focus of the exhibition. This year the area presenting new kitchen features is thematically subdivided by front designs. The structured tour guides visitors through new fronts, starting with the popular model Senso, which now also offers the colours Olive, Sky and Black.

The Senso area is followed by an extensive presentation of the new Softline, which adds another premium-quality product to Manufacturer range of mat lacquer fronts with anti-fingerprint surfaces. Lacquered on 5 sides, with a Softtouch surface, narrow 1.8 mm radius and four available top-selling colours - that is what Softline offers with the launch of the 2025 collection. This area shows the versatility of Softline in designs and combinations.

The new features Como oak and Milano walnut are presented right after in the wood décor area. The dream of a more natural ambiance increasingly defines interior design styles, particularly in urban environments. Wood décors are an important element for feel-good designs that follow this trend. Combined with the new full-length tall unit doors and elegant solid colours, the new décors featuring vertical grain patterns create a perfect balance of natural style and modern design.

In its cottage style area Manufacturer shows how to create modern, contemporary yet highly versatile designs using cottage style fronts: Whether in a clean Scandinavian look, in a modern combination inspired by industrial style or in an American style featuring a range cooker and side-by-side fridge, Manufacturer cottage style segment looks great no matter where you put it.

The final presentation of front designs is that of the Novalux range. After honed solid colours, wood décors and cottage-style fronts, the high-gloss Novalux fronts are a brilliant conclusion to the presentation of new features.

Coordinated worlds of interior design

The second area of Manufacturer exhibition is dedicated to multi-room designs in a fully coordinated style. Five apartments ranging in size from 70 to 110 square metres present cross-room furnishing concepts. In this area, kitchens as a core product are complemented by the additional living, dining, bathroom, wardrobe and dressing room spaces to create complete home design concepts, showing how versatile Manufacturer products truly are. Cottage style or modern design, classic or industrial, here you can find something for every taste and lifestyle.

After the apartment concepts and the exhibition café, visitors return to an area dedicated to Manufacturer core business: kitchens.

Manufacturer appliance innovations and highlights 2025

Manufacturer has dedicated a special presentation area to its extensive portfolio of appliances. Here, visitors can see Manufacturer highlights and innovations by a variety of manufacturers. Manufacturer exclusive appliances from brand-name manufacturers Bosch, Siemens and Neff take centre stage. But Manufacturer exclusive brand Junker has also been given an upgrade in the form of new energy-saving ovens with energy efficiency class A+.

After the successful launch of the now multi-award-winning Xtra Hob in the worktop décor 373, Manufacturer has decided to expand the Xtra Hob product line with additional attractive appliances in 2025: The two new variants in matt black with unique Onyka ceramic glass and black with bronze-coloured print offer outstanding added value in both design and function. This area focuses once again on the Xtra Hob hot plate extractor fans developed in-house by Manufacturer.

Moreover, Manufacturer has expanded its collaboration with BORA. The popular BORA hot plate extractor fan GP4U will remain an exclusive appliance for Manufacturer. Moreover, Manufacturer range of BORA products will become available to all Manufacturer retail partners from the 2025 collection onward - even outside of BORA's selective marketing structures.

Pure & Compact

After the generously dimensioned kitchens presented in Manufacturer front design area, Pure & Compact shows two additional planning and design approaches for kitchen designs.
The Pure area presents eleven kitchens reduced to what truly matters in a variety of different ways: Simple planning, a reduced colour concept, clean lines and minimalist surround designs take centre stage here. These kitchens demonstrate how stylish price-conscious kitchen design can be.

The Compact area presents 14 planning suggestions that prove you can design well-equipped kitchens even in an average-sized room. The plans show a plethora of different units, plenty of storage space and perfect equipment in a small space.

After familiarising themselves with the nBOX in different kitchen and apartment designs, visitors can find a central summary of Manufacturer interior upgrade at the technical centre.
Here, visitors can experience the full range of all technical features one more time. Manufacturer experts are at hand in the area and in the QM laboratory to answer any questions visitors may have.
The LED island is the digital highlight of the technical centre and offers exciting digital insights into the plethora of available options.

Unique services for retail partners

Manufacturer supports its retail partners with a wide range of solutions, including in collaboration with a range of cooperation partners. At the in-house exhibition, these products and solutions are presented in an area of 310 square metres. In particular, the company focuses on digitalization and the shortage of skilled workers, two issues that are a heavy burden for many businesses.

Manufacturer expands its range of assembly services and logistics offered

Timely, problem-free assembly is absolutely essential for achieving customer satisfaction in kitchen and furniture sales. In order to lighten specialist retailers' workload and provide them with strong support in their day-to-day business, Manufacturer launched the montas services in March of this year – a strong statement in critical times: Over 300 trained fitters at 40 full-service locations for delivery, storage and logistics are now hard at work for Manufacturer and its partners in the market. This allows Manufacturer partners to make use of a Germany-wide, dense network of assembly service providers, promising greater flexibility and reliability in close collaboration with the kitchen furniture manufacturer.

At its in-house exhibition Manufacturer will show its retail partners its new extensive full-service range for kitchen assembly, the service for kitchen assembly in complete properties and the end customer delivery Storage & Delivery. Together with montas, Manufacturer has also developed a unique ordering process that allows retailers to order the required service easily through the kitchen planning program. As an alternative, an online price calculator is available for creating quotes.

Manufacturer E-Commerce Solutions.
Digital solutions along the customer journey.

Manufacturer supports its retail partners with a wide range of digital solutions, including in collaboration with its cooperation partners RMTSoft and eOPUS. These solutions and products are presented at the in-house exhibition.

Cloud-based intuitive software solutions for the kitchen and furniture trade

The partner company RMTSoft provides cloud-based intuitive software solutions for kitchen and furniture retail. As part of the Manufacturer in-house exhibition, the company will present ways to improve the process quality of the kitchen trade sustainably from the point of sale to final installation. From the fully automated order control (ATAK) to the electronic acceptance protocol for kitchen installation via the Mobile Service App (MSA), the tools from RMTsoft accompany all steps of the process to ensure consistent and smooth handling of orders.
The latest functions of the products ATAK, MSA, STORAGE and WORKX will be presented at the Manufacturer in-house exhibition.

furnplan planning software

For Manufacturer more than kitchen customers, the furnplan planning software is an important support tool at the point of sale. Manufacturer specialists will provide individual support to customers, showing them how to use and optimise the software, and will explain the implementation of the 24 available product lines.
Manufacturer has focused in particular on independent data management and internal development of the software.

eOPUS STUDIO

eOPUS STUDIO is modern and future-oriented 3D planning software for kitchens and living rooms. Its most outstanding features are the intuitive user guidance and the real-time rendering in impressive display quality. The application is highly self-explanatory, requiring only a short basic briefing. This makes learning how to use this planning software very easy for new users.

Digital sales manual

For 2 years, Manufacturer has offered an intuitive, efficient and sustainable sales manual (VKH) in digital form as an alternative to its printed catalogue. Right now, more than 1,000 registered retailers are benefiting from this solution.
The application for 2025 is available in 15 languages. The Manufacturer in-house exhibition will present the digital sales manual, including all optimized functions and numerous new features, e.g. linking to planning systems. Each retailer has their own login, which they can test at the exhibition and then continue to use.
The digital sales manual enables both specialists and beginners to find the product details they need as quickly as possible. In addition, the digital version can provide the most up-to-date information at all times. This makes supplements and supplementary pages a thing of the past. If retailers accept this new option, fewer printed catalogues will be required in the future, allowing Manufacturer to take another step toward greater sustainability. At 14-day intervals, Manufacturer offers its users free webinars explaining how to use the digital sales manual. The webinars are available in German, English and French.

AI tools for inspiration and planning support

Since 2019 Manufacturer has delved deeply into the topic of Artificial Intelligence (AI) and has been developing an AI-supported inspiration and planning tool for now over two years.
Playful - simple - customised: A digital inspiration tool is intended to help furniture customers find and visualise their preferences quickly and accurately. This tool makes it possible to develop the style of the customer’s dream furniture in a playful manner and visualise it. It generates images that provide impressions and atmosphere. Based on these inspiring images of furnishings for kitchens, bathrooms and living rooms, it generates product suggestions that give the end customer a great starting point for the conventional consulting process at a specialist retailer.

Moreover, Manufacturer AI experts will show visitors how to use AI to generate initial kitchen planning suggestions to create online leads and inspirations in kitchen retail. Based on a few features such as the size and shape of the kitchen, the AI assistant generates planning suggestions fully automatically. The kitchen planner can then take these and improve them.

Bathroom and living room design
Manufacturer makes you feel at home.

After viewing a variety of kitchen and service concepts visitors will reach the area presenting bathroom and living room designs for 2025. 24 freely planned solutions alternate with planning and set proposals from the newly created product lines.

Manufacturer Living segment for 2025 is all about a natural look: The product line Avala focuses on genuine wood veneer furniture in Native Oak. Native Oak features a delicate grain and vivid wood textures that will give any piece of furniture a truly unique look. Be it as a sideboard, glass cabinet, tall unit or midi unit - these genuine wood veneer pieces look beautiful as stand-alone eye-catchers or part of a coordinated plan and offer many options for fully coordinated living concepts. Stylish elements combine particularly beautifully with solid-coloured unit elements from Manufacturer current collection. Matching dining and coffee tables in the same veneer complement the overall style.
A total of 10 product lines are available for living segment marketing in 2025. Another new feature in 2025 is the release of a separate sales manual for free planning in the Living segment.

With a total of 31 bathroom plans, Manufacturer will present exceptional design versatility, demonstrating that a customised and modern solution can be found for any requirement and any situation. From exclusive, modern wellness bathrooms and generously dimensioned family bathrooms to optimally equipped compact and guest bathrooms, Manufacturer bathroom furniture is the perfect choice for a wide range of situations.

The new bathroom collection is defined by eye-catching elements featuring console shelves and organic contours for mirrors and hand basins. As in the Living segment, inspiring freely planned bathroom solutions for any need alternate with marketing-oriented designs based on product lines. The 2025 collection provides a total of 14 current product lines with an individual marketing focus.

Pino and Raumplus have also joined Manufacturer once again this year to present their products in Verl.

Next Step: The Assembly Academy

In an industry that is always in motion and faces ever-new challenges, qualified personnel in assembly, sales and kitchen planning are the key to success.
With an extensive range of workshops and training courses, Manufacturer Academy offers a tailor-made program with great added value for its retail partners. The workshops and courses impart specialised know-how all about kitchens, bathrooms and living rooms – for personnel working in sales, planning and assembly – from beginner to expert level.
During the in-house exhibition Manufacturer will provide a convenient shuttle service to let visitors check out its Assembly Academy.

The new Manufacturer collection of 2025 brings many exciting expansions and changes that play an important role in Manufacturer in-person workshops in Verl and in its digital training courses. First and foremost: The new drawer and pull-out system nBOX, a full update to the entire interior design of Manufacturer furniture segments. But there are also other new features that are addressed by Manufacturer courses, such as full-length tall unit doors, genuine wood veneer living room furniture or Smart Home compatible lighting systems.

Thanks to its unique range of learning opportunities, Manufacturer Assembly Academy has become established as a successful, innovative training centre for kitchen and furniture assembly. Last year more than 3,000 people completed one of the wide range of available courses.

In a bid to fight the ongoing skilled labour shortage in the kitchen furniture industry through practical action, training new fitters is the main focus of the Assembly Academy's teaching approach. But special classes to expand the skills of experienced assembly experts are also on offer. From classes certified by the Chamber of Industry and Commerce to refresher courses to become a DEKRA-certified electrician/sanitary facility expert to expert workshops, we offer a broad range of opportunities related to furniture assembly. Special courses such as the ARTUS repair training complement Manufacturer versatile portfolio.

For all those interested not just in kitchens but also in bathrooms and living rooms, Manufacturer has developed specialised learning opportunities for salespeople and fitters.

Of course, all of the above requires a good framework and an ideal learning environment. Visitors to the Assembly Academy can expect to see new, modern classrooms, a larger team of trainers, a redesigned assembly workshop and a new concept showroom.

Manufacturer in-house exhibition 2024

The Manufacturer in-house exhibition will take place from 21 September to 01 October 2024 in Verl. Last year, more than 15,600 people visited Manufacturer exhibition.
During the exhibition, it will also be possible to visit the Manufacturer Assembly Academy. Manufacturer will be providing a shuttle service so that guests can combine visits to the two locations in the most convenient manner.

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