Manufacturer Open house exhibition 2026.
From Vision to Home.

Verl. Under the motto "From Vision to Home." Manufacturer open house exhibition this year presents new products and planning solutions for the entire home, uniting design, function and efficiency in all rooms –from the first vision through innovative product solutions to top-selling concepts. Moreover, Manufacturer presents strong impulses and services tailored perfectly to retailers - from a full range of services and digital solutions to a peek into current AI projects.

The Manufacturer collection 2027 is based on the guiding principle "From Vision to Home" and puts the spotlight on home design. A defining feature is the use of new fronts and colours that respond to current demand for a sense of calm, natural flair and warmth: bright natural hues for relaxed room concepts, earthy trend colours for greater depth and textured wood surfaces for an authentic, cosy ambiance.

The design of Manufacturer new features for 2027 is consistently based on the central trends, living environments and wishes of consumers. The plans at the open house exhibition embody a balanced connection of individuality and inspiration, freedom of design and orientation, functionality and clarity.

Around 140 plans illustrate the versatility and depth of this new collection: In an exhibition space of 5,000 square metres, Manufacturer presents 44 kitchens, 6 utility rooms, 35 bathroom and living room concepts each, 5 plans for bedrooms and 11 dressing room solutions.
For a special highlight, there is the ICONO event area, where Manufacturer will present its new brand for the premium segment.

In the service area, Manufacturer shows its retail partners how a full range of services and digital solutions can make their business processes noticeably more efficient and what AI tools Manufacturer partners can benefit from. Once again, Manufacturer presents itself as a strong partner and coordinated system supplier, and offers more than just product expertise – with extensive concepts for successful joint marketing.

New features 2027

The kitchen is traditionally the starting point, while also being the main focus of the Manufacturer open house exhibition. In a space of around 760 square metres, the 2027 collection is divided by theme into new features and cottage with an impressive presentation.

The tour begins with the latest new fronts: The new micro frame front Cadra is first. The popular lacquer front Senso now also comes in the warm, earthy hues Sand and Ivory. Look in Terracotta and Senso in Berry add highlights in popular trend colours that continue through the design of surrounding elements and the exhibition in general.

The Japandi-style Sakura kitchen, successfully introduced last year, adds yet another unique highlight. Its elegant frame design in Como oak unites minimalist lines with enjoyable modernity, bringing the calm of Far East aesthetics to kitchens.

A special highlight in the new features area is the cottage-style presentation of around 260 square metres, showing the new features in this segment. With added features in Frame and Nordic with frame fronts in Ivory and Black and a plethora of details from handles to cottage-style ovens, this collection offers a wide range of new options. Both cottage-style fronts come with anti-fingerprint coating, making them particularly easy to clean.

Everyday living

Following the first area filled with generously dimensioned, high-quality kitchen innovations, the “Everyday Living” area of around 315 square metres puts a spotlight on well-planned, compact designs that are therefore perfect for everyday living. Manufacturer shows practical, consumer-oriented approaches to planning, placement and marketing in retail.

nobi smart: Tried-and-tested quality in the entry-level price segment

nobi smart is Manufacturer response to the growing demand for attractively priced kitchen solutions without compromising on quality and design. This product range in the entry-level price segment has been available to retail partners since last year.

The particularly attractive pricing is possible thanks to a reduced, easy-to-plan range of models, affordable electric appliances from Manufacturer own brand Laurus and Manufacturer own coordinated range of fronts.

While last year’s exhibition focused on the available fronts, this year’s nobi smart collection is all about additions to the range of units to complement the planning options provided by nobi smart. In a 130 square metre space, 6 plans show what is possible with this product line. In addition, the differences between the Manufacturer and nobi smart ranges are highlighted once more.

ICONO. Kitchen design redefined.

This year, Manufacturer open house exhibition presents ICONO, its new product line that reinvents kitchen design: ICONO is aimed at anyone planning a high-quality kitchen designed to last, but unwilling to pick a single design forever. This is possible thanks to a brand-new, innovative, tool-free changing system for décor elements.

ICONO combines innovation and iconic design with premium quality, customisability and long-term modifiability. The target group of this product line are people that view high-quality, authentic materials as an expression of their personal style and value an architecturally clean design. Sustainability aspects such as a longer life-cycle and upcycling options also play an important role.

ICONO is Manufacturer way of creating new perspectives for long-term kitchen planning: Customers choose a high-quality, permanently installed kitchen but are still free to keep changing its look.

For retailers, this creates a product with its own profile and with new, specific opportunities for consultation and contact with existing customers – for instance when customers want to change the décor at a later point or add individual elements.

All this shows that ICONO represents a view of kitchens in which quality and modifiability are not opposites, but elements of modern planning that belong together.

The presentation of the new ICONO line is deliberately distinct from the familiar exhibition design. Its event area style is inspired by the product launches of lifestyle brands in the fashion, cosmetics or automotive industry, and highlights the modern and innovative lifestyle character of ICONO.

More than kitchen

Manufacturer 2027 collection spreads Manufacturer coordinated “More than Kitchen” approach beyond the kitchen once more. In the apartment area, the new features for kitchens, bathrooms, living rooms and bedrooms turn into a fully-coordinated home.

Manufacturer apartment concepts

Manufacturer is steadily growing into a provider of coordinated living solutions. This approach will define the future of furnishing and is already essential in many countries. Kitchen showrooms and kitchen retailers provide planning and consultation across product groups. Kitchen planners become interior design consultants for the entire home.

Through six different apartment plans, Manufacturer shows visitors how to design coordinated furnishing concepts in a variety of styles for a variety of target groups.
The apartments come in sizes from 35 to 93 square metres. They unite all product segments – from kitchen, bathroom, living and dining room all the way to utility room, bedroom and wardrobe.

Manufacturer bathroom and living room design

In the Living segment, a space of around 230 square metres puts the new cottage-style product line Bari with its versatile glass cabinet solutions centre-stage.
Manufacturer also makes a strong statement in the bathroom area: With 31 bathroom plans in a showroom space of 190 square metres, Manufacturer presents impressive diversity of concepts – from an exclusive wellness bathroom through generous family bathrooms to compact solutions

for guest bathrooms and small spaces. The new wellness unit offers a bathroom storage solution that is both attractive and practical. The new cottage-style product line Willow adds even more cottage-style design options. Surface-mounted hand basins in a natural stone appearance add a highlight of natural elegance to Manufacturer bathroom plans.

New features for DREAM

In the bedroom segment, the DREAM wardrobe program now has additional planning options, including a corner element and an extension element with variable width. Open shelf units, additional handles, customised interior equipment and lighting solutions improve flexibility in planning and convenience in everyday use.

Digital Business Solutions – services for greater efficiency

To ensure the success of its retail partners, Manufacturer makes targeted investments in digital solutions that support retailers with the current challenges facing the industry. A shortage of skilled workers and insufficient digitalisation are putting increasing pressure on the value chain. Tailored digital business solutions by Manufacturer offer practical solutions to this problem – from customer consultation through planning to assembly.

These innovative services are presented at the open house exhibition in an area of over 300 square metres. Manufacturer aim is to significantly relieve the workload of retailers as system suppliers and service partners in the B2B2C segment and simultaneously access new potential sales.

Manufacturer demonstrates once again that, as a partner and system supplier, it has a 360 degree view of its customers' needs. After all, Manufacturer represents not just extensive product expertise, but also coordinated concepts for supporting successful joint marketing.

Manufacturer open house exhibition 2027

The Manufacturer open house exhibition will take place 19-29 September, 2026 in Verl-Sürenheide. Last year, more than 17,300 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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