Manufacturer in-house exhibition 2023.
be inspired.

Integrated living concepts in 5,000 square metres of inspiration

Verl. Manufacturer in-house exhibition 2023 with the motto “be inspired.” offers plenty of inspiration for integrated interior design concepts and innovative products as well as targeted marketing support and E-commerce solutions for retail partners. The exhibition on approximately 5,000 m² features creative solutions for the kitchen, bathroom and living room segments. A total of 144 designs showcase the unique breadth of planning and design options offered by the new Manufacturer collection: 49 kitchens, 5 utility rooms, 43 bathrooms, 34 living and dining solutions, 4 wardrobes, 4 dressing rooms and 5 home office solutions offer plenty of inspiration for the entire home.
The Manufacturer in-house exhibition will take places from 16 to 26 September 2023 at the company's own exhibition centre in Verl-Sürenheide. Manufacturer expects around 14,000 guests from all over the world.

be inspired.
Kitchen presentation by colour schemes

Following its motto “be inspired.”, Manufacturer 2023 in-house exhibition presents inspiring products and planning concepts for the entire home. In this collection, Manufacturer once again focuses on consistent further development of the kitchen, bathroom and living room segments. The exhibition follows a clear structure based on product segments.

With a total of 49 designs, kitchens are the starting point and main focus of the exhibition. The new features of the “Kitchen” segment are divided into four colour schemes. These are inspired by the colour palette of the new Senso range: The tour starts with light colours and décors, then passes through “dark” and “vivid” designs to warm hues. In each area, extensive staging of the kitchen product world is followed by a special highlight with an extra element. Together with other spaces such as living, dining, bathroom, wardrobe or dressing room, the kitchen is expanded into a complete interior design concept based on each colour scheme.

Living & Dining 2024.
More than kitchen.

Visitors step through a gateway to enter the second area, where they can view Manufacturer new living and dining concepts. In a central location, all around the re-designed exhibition café, you can find a total of 22 living and 12 dining designs.
Freely planned solutions alternate with planning and set proposals from the newly created product lines. A total of 11 product lines are available for living segment marketing in 2024.
A separate presentation of the new chair range, supported by digital 360° animation, adds the finishing touch to this area. At the centre of the Manufacturer living area, you can find the exhibition café.

Manufacturer exhibition café with chill-out zone and event kitchen

The calm chill-out zone and the new 13-metre bar invite visitors to take a break and, while they're there, try out the exceptionally comfortable new Manufacturer chairs. In addition to 150 seats, the café area provides an additional new conference room and "phone booths" where visitors can make phone calls without interruption.

Two ample kitchens can be found in a central location around the café bar. The event and function kitchen is where you will once again meet popular food blogger and Manufacturer collaboration partner Sally, who will be giving live presentations during the exhibition. Sally will bake for retail partners and fans and will be available for autographs and photos. Sally will be doing her baking in a kitchen featuring Senso in the new trend colour Jade, but not just during the Manufacturer in-house exhibition. You will also see Jade in the new content created by Sally in her new favourite kitchen at her home in Waghäusel. On the opposite side, another themed Senso kitchen puts a spotlight on Manufacturer sustainability message.

Sustainability. A driver of innovation.

As an independent company with an eye on the future, Manufacturer is highly aware of its corporate responsibility to environmental and social issues. Its strategy is therefore not to focus just on short-term success, but to achieve lasting well-being for the company, its employees and their families.

That is why a sustainability concept is a firm part of Manufacturer company strategy and is constantly being further developed by a dedicated team of in-house experts. Eight core areas form the focus of Manufacturer sustainability strategy along the entire value chain. Extensive action plans and steady high investments in environment-friendly and resource-friendly technologies have created measurable successes in the company's CO_2 footprint.

"We are convinced that sustainable action and dedication to social causes will promote and safeguard our company's economic success in the long term," says Dr. Lars M. Bopf, speaker and chairman of the Manufacturer board of management. "Focusing on energy efficiency, conserving resources and investing in sustainable technologies: These are values that we view as future success factors for production, logistics and infrastructure and we are consistently pursuing the aim of CO_2 neutrality."

Manufacturer sustainability concept has people at its heart. Manufacturer combines professional training and sustainability by giving young people career prospects, promoting further professional education for its employees and keeping an eye on its employees' health. That is why Manufacturer keeps creating new incentives for healthy, environmentally conscious behaviour. The family-owned company clearly cares a lot about the health and safety of all colleagues.

House of Manufacturer.
Manufacturer makes you feel at home.

After the living concepts and the exhibition café, visitors enter the House of Manufacturer, which is fully furnished with Manufacturer products. The new Case shelf inserts, which can be used in any room, create a visual connection between the rooms. After the House of Manufacturer, it's back to the core segment: Kitchens. In somewhat more compact kitchen floor plans, the Manufacturer Creative Studio presents plenty of planning inspiration with sophisticated approaches for small formats. The Manufacturer elements range is also integrated in this area. The new cottage style presentation adds a finishing touch to the kitchen area and is simultaneously the transition point to the 2024 bathroom exhibition.

My bathroom. My home.
Dive into my world.

With a total of 43 bathroom designs, Manufacturer presents the unique versatility of its product variants. The 2024 collection has something for any need and any situation, providing customers with unique, modern solutions: from an exclusive, contemporary wellness bathroom through a generously-dimensioned family bathroom to the perfectly equipped compact bathroom or guest toilet. Just like the kitchen segment, this presentation follows a colour concept. Freely-planned inspiring bathroom solutions for any need are followed by marketing-oriented design for different product lines. The 2024 collection provides a total of 12 current product lines with an individual marketing focus.

Appliance innovations and highlights
Manufacturer marketplace

This comprehensive presentation of the Manufacturer furniture worlds is followed by the exhibition area for the extensive Manufacturer household appliance range. This new way of focusing on appliance innovations and appliance highlights proved to be particularly popular at last year's in-house exhibition. This year's highlights include the exclusive hot plate extractor fan Xtra hob, the new brand partners Liebherr and NEFF and fridges with a width of 70 cm.

The tour concludes with the Manufacturer marketplace presenting an extensive range of special Manufacturer services. Pino and Raumplus have also joined Manufacturer once again this year to present their products in Verl.

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. At the in-house exhibition, these solutions and products will be presented at the Manufacturer marketplace.

E-Commerce platform and online shop

At the heart of e-commerce solutions are complete online shop solutions for Manufacturer trade partners. This is how Manufacturer facilitates its partners' entry into e-commerce by means of tried and tested solutions.
An online shop of this kind can be implemented as a stand-alone website, or the various functions can be integrated individually in a pre-existing solution. The extensive range of services includes different web planners and configuration programs for kitchens, bathrooms and living rooms, but also hosting, content, support and training. Adaptable shopping cart functions and interfaces with leading planning software and payment providers are also part of the portfolio. At this year's in-house exhibition, a quick configurator for home furnishings, which can significantly reduce the workload of retail sales staff, will be presented for the first time.

Tools for inspiration and planning support

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” and visualise the style of the customer’s dream furniture in a playful manner. It generates images that provide impressions and atmosphere. Based on these inspiring images, it generates product suggestions that give the end customer a great starting point for the conventional consulting process at a specialist retailer.

The “kitchen planning assistant” presented at this year’s exhibition is an application that can be integrated in existing planning tools to simplify the planning process in the future. The salesperson can record the room and end customer’s requests in the application and generate complete plans fully automatically with just one click. The kitchen salesperson can then use plans that the customer likes as a basis for making the necessary fine adjustments.

Digital sales manual

Since last year, 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 500 registered retailers are benefiting from this solution.
Since the launch of the digital sales manual, the language portfolio has been expanded significantly. The solution for 2024 is available in a total of 15 languages. The Manufacturer in-house exhibition will present the digital sales manual, including all expansions and optimised features. A login is available for each retailer, which they can test at the trade fair 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. The more retailers accept this option, the fewer printed catalogues will be needed in the future, allowing Manufacturer to take further steps toward sustainability. Starting in October, Manufacturer will be offering users free webinars on how to use the digital sales manual in a 14-day interval. The webinars will be available in German, English and French.

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 23 available product lines.

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 processing 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 ATAK, MSA and WORKX products will be presented at the Manufacturer open house exhibition.

Manufacturer in-house exhibition 2023

The Manufacturer in-house exhibition will take place from 16 to 26 September 2023 in Verl. Last year, more than 14,000 people visited Manufacturer exhibition. Due to the high number of registrations and to allow every customer to visit the Manufacturer in-house exhibition, the exhibition period was officially extended by two additional days.

During the exhibition, it is also 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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