ICONO. Kitchen design redefined.

ICONO is an innovative concept by Manufacturer that reimagines kitchen design.

Verl. 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.

A kitchen is a long-term investment and remains in our lives for an average of 15 to 20 years. At the same time it is an expression of our personal lifestyle. So it should keep pace with our life. After all, style is not static. We grow, change, get new ideas – and sometimes we simply want to see the latest trend in our own home.

ICONO offers precisely that freedom: a kitchen design you can change by yourself at any time. With little effort. Without a complete renovation. Without having to pick new options – except for the new look. For customers, this means greater freedom of design for years down the line – with high-quality materials and a kitchen design that you can keep adapting to your personal style. This kitchen is a true lifestyle product.

ICONO unites three characteristics that were previously hard to combine in kitchen design: lasting quality, customisability and modifiability in the long term.

Three components for a new look

ICONO is based on the precise interplay of three components: the permanently installed carrier front, the n.connect® fitting (registered for patent approval) and the replaceable décor element.

The carrier front is the stable foundation of the system and stays in place, regardless of what décor you select. The n.connect® hinge connects the carrier front and the décor element reliably, precisely and completely without tools.

The décor element determines the look of the kitchen. It can be detached, removed and replaced with a new element in just a few steps. This changes the complete look of the kitchen, while its core function and structure is maintained – all without calling in workers or initiating an extensive renovation project. For a consistent new look, the décor elements can be replaced not just on the fronts, but also on the carcase exteriors of the units.

That is the difference between ICONO and a conventional kitchen: You don’t need to replace the whole kitchen to get a new look. Unlike conventional kitchens, ICONO lets customers select additional décors when they buy the kitchen, then use them at a later point. Customers can get additional décor elements immediately when they buy the kitchen or order them separately at a later point

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. And for whom sustainability aspects such as a longer life-cycle and upcycling options play an important role.

Three material types, seven programs, 22 décors

To start with, ICONO will feature 22 décors in seven programs. Three high-quality material types are available: Genuine glass, ceramic material and Dekton®.

The genuine glass programs LUCIDO, SATINATO, RELIEF and SIGNA feature options from coloured uni surfaces in high-gloss and honed to textured and metallic variants. The genuine glass fronts of the ATELIER program have a high-quality ceramic digital print on their back.

The ceramic program CERAVA is all about honed, earthy surfaces and an authentic natural stone look. Xtra Ceramic worktops in the same decor on all sides complement the portfolio.

The Dekton® program COSENA adds a particularly well-sealed, hard and practically pore-free high-performance material with a strong feel, made by Cosentino.

The décor elements are easy to clean, hygienic, colour-fast and UV-resistant. Depending on the material, they also offer great scratch-, heat-, impact- and abrasion-resistance, making them perfect for the daily stresses of kitchen work.

Iconic design all the way to the front.

ICONO needs a clear architectural frame and therefore always comes with a handleless design. LINE N combines integrated handle profiles with horizontal lines and is available in eleven handle profile colours. LINE One features a single-line recessed handle underneath the worktop and push-to-open for the bottom drawers and pull-outs.

This program comes standard with the multiple award winning nBOX® by Manufacturer. This drawer and pull-out system features a narrow, cubical frame in slate grey, hidden guides, softly cushioned closing and a high pull-out frame. A railing with a glass side and design panels for internal drawers and pull-outs are also included as a standard.

ICONO is all about precision, including in planning: The n144 grid is the foundation for proportions, storage space and the integration of built-in appliances. ICONO units come standard in XL height, providing around ten percent more storage space than standard heights. But ICONO kitchens can also be planned with standard units and fronts from the Manufacturer combination range – including wood décors and genuine lacquer fronts.

A longer life, a conscious decision.

The option of replacing individual décor elements without replacing the entire kitchen is more than just an environmental statement - it is a compelling argument: resource protection over throw-away culture - durability over replacement.

If a customer's preferred style or colour changes, they can simply replace the décor elements. The basic plan and components such as the carcase, carrier front and interior fittings stay in place. This prevents intact components from being replaced and disposed of unnecessarily. These upcycling options maintain the kitchen's value and potential for far longer. This changes the life cycle of a kitchen in a way that no other system has done so far.

The same approach applies to the packaging. The decorative elements are delivered with only little plastic in impact-protected cardboard packaging. To make it easier to order additional elements, each unit has its own décor set number. This makes it possible to replace or add matching décor elements at any time.

New perspective for kitchens and retail

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 ICONO 2027 Collection is available as of 1 April, 2027.

Manufacturer open house exhibition 2026

ICONO will be presented at the Manufacturer open house exhibition in a separate event area. The open house exhibition will take place 19-29 September, 2026 in Verl-Sürenheide. Last year, Manufacturer welcomed over 17,300 visitors.

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.

Contact:
Manufacturer
Sonja Diermann
Seçkin Sk. No: 2-4A / 58
34406 İstanbul, Germany
Phone: +90 542 448 47 82
info@vistaprofesyonel.com

Specimen copy requested.