House exhibition 2021
Our passion. Your solution.

Manufacturer makes you feel at home!

Verl. Under the motto of "Our Passion – Your Solution", the Manufacturer in-house exhibition 2021 presents versatile, innovative and solution-oriented designs and products. With creative services and targeted marketing support, Manufacturer has positioned itself as a reliable partner for retailers, even in challenging times. The exhibition on approximately 5,000 m² includes exciting multi-room solutions for kitchens, bathrooms and living areas. A total of 111 designs showcase the unique breadth of options available in the new product range. In line with the central theme "Manufacturer makes you feel at home!", customers can look forward to 52 kitchens, 6 utility rooms, 30 bathrooms, 10 living and dining room solutions, 7 wardrobes, 2 dressing rooms and 4 home office designs.
The open house exhibition takes place September 18-26, 2021 in the company's own exhibition centre in Verl-Sürenheide. At the same time, Manufacturer is also organising a digital showroom to present its new collection.

"**Our Passion – Your Solution**" – this is the motto of Manufacturer 2021 in-house exhibition where visitors will find innovative products, exclusive new features and multi-room solutions. In this collection, Manufacturer has focused primarily on consistent further development of the kitchen, bathroom and living room segments. Another focus - aside from new fronts and colours - is that of innovative materials and convenient product solutions down to the smallest details.

Visitors will get to enjoy a completely new exhibition design and the new collection presented on 5,000 m². To meet the stringent safety requirements, the entrance and exit situation and the routes through the exhibition have been planned with completely new considerations in mind. A comprehensive hygiene concept, complemented with a consistent testing strategy and a systematic digital visitor management system ensure the safety of guests and employees and a strict separation of exhibition traffic from daily company operations.

This year, visitors can look forward to a total of 111 designs. To keep the exhibition experience straight-forward, the overall presentation is divided into different topic areas visualised by eye-catching lettering. This design guides visitors through the areas Passion, Home, Appliance, Living, Storage, Elements, Bath, Urban Life, Solutions and Cottage.

The exhibition experience starts with a generously dimensioned presentation of new features in the kitchen segment. With a total of 52 designs, kitchens are the key segment in the exhibition. The exhibited designs range from extensive settings for the new features to compact, true-to-life designs for urban interiors to a generously dimensioned kitchen for events and functions and a cottage style area that revels in beautiful details. Some unique designs from the 2021 collection have been included once again to complement the presentation.

The kitchen presentation ends in a completely interlinked smart home. In a space of 175 m², visitors can experience the advantages of a perfectly integrated smart Manufacturer apartment, which is fully equipped with the state-of-the-art smart home technologies provided by Manufacturer

cooperation partner Samsung. Samsung's intelligent networked SmartThings systems are presented in a variety of everyday scenarios to showcase their forward-looking, innovative design. This presentation combines a modern lifestyle with design and function in a laid-back fashion. The consistent plan from the entryway to the dressing room showcases perfectly just how easy and helpful smart networked systems can be.

At the heart of the exhibition, Manufacturer proves its expertise in complete marketing with a broad range of electric appliances. In this area, the manufacturers Samsung and BORA and Manufacturer long-standing appliance partners BSH and Electrolux present a range of truly impressive products.

The Manufacturer living segment features 23 designs for various topic areas that prove the segment's versatility and modern structure. For the first time ever, Manufacturer has decided to present its living range in an area of its own, thereby granting the living segment its own approach, separate from the kitchen segment.
In addition to classic living and dining room plans, Manufacturer also presents wardrobe solutions and dressing rooms that can be equipped with the innovative custom-fit Manufacturer sliding door system. In line with current trends and the requirements of a modern home, this area also contains convenient home office solutions that fit seamlessly into the overall image.

A separate section provides information about the quick delivery programme "Manufacturer elements". This flexible, modularly constructed quick delivery concept is geared towards retailers who, along with commission-based Manufacturer designs with a regular delivery time, also desire an alternative that is available quickly. The elements range encompasses select product building blocks for kitchens, bathrooms and living areas, which are kept in stock. The goods can therefore be delivered or picked up within 24 hours of ordering. The element concept provides a comprehensive marketing and service package to its partners.

With a total of 30 bathroom designs, Manufacturer proves the unique versatility of its product variants. From exclusive, modern wellness bathrooms to generously dimensioned family bathrooms in a cottage style to optimally equipped compact and guest bathrooms that make perfect use of the available space - Manufacturer has a unique yet fashionable solution for any demand and any situation.

At the exhibition market square visitors can find information about all the important technical elements, lighting, cutlery trays, sinks, mixing taps and designs for fronts, handles and worktops. Manufacturer water systems area boasts a truly special debut: The global innovation GROHE BLUE RED IN ONE will be presented for the first time, exclusively at Manufacturer. The innovative water system combines the properties of the established systems GROHE Blue and GROHE Red in one appliance, supplying a total of five types of water: Filtered and cooled drinking water in non-carbonated, medium or carbonated, boiling hot water at 100°C at the push of a button or normal tap water, both cold and warm – GROHE BLUE RED IN ONE meets all demands.
Manufacturer is the only manufacturer to receive a limited number of units for advance sale prior to the official launch in April. Moreover, the exhibition marketplace presents agency partners for advertisement, software solutions and assembly services for retailers.

At the end of the exhibition experience, visitors are guided through the world of Manufacturer kitchen products once again. The “Cottage” area presents Manufacturer cottage style segment with its beautifully detailed variability and exciting new features.

Pino and Raumplus have joined Manufacturer once again this year to present their products in Verl. Moreover, Manufacturer will receive two special guests at its in-house exhibition. Tim Raue, brand ambassador for the Samsung Infinite series, will be present on 19 September to prepare delicious meals in the Samsung area.
On 22 September the popular food blogger and Manufacturer cooperation partner Sally will be visiting Manufacturer. Sally will bake in the event kitchen, using the Sally oven produced by Bosch that will be available exclusively from Manufacturer through Manufacturer Sally collaboration.

Manufacturer in-house exhibition 2021

The Manufacturer in-house exhibition will take place September 18-26, 2021 on site in Verl. As before, visiting the exhibition will only be possible by appointment this year.
To register online, visit the Manufacturer exhibition portal at **www.vistaprofesyonel.com**.

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