Manufacturer open house exhibition 2019.
space it up.

New room concepts, trend-oriented new features and digitalised processes demonstrate Manufacturer holistic interior design expertise and powerful performance

Verl. Manufacturer has reinterpreted the concept of rooms and translated the results into an attractive collection for 2020. This new collection with the slogan "space it up," can be viewed at this year's open house exhibition and excites with a multitude of well-thought-out room and design concepts for kitchen, bath and living areas. The foundation is a trendsetting range of new features, in part with exclusive flair. The company also presents new, as well as tried and proven, service offers for its retail partners. The products and services exhibition impressively demonstrates that - based on its planning competency in the kitchen - Manufacturer is more than capable of offering successful solutions for additional living areas. The open house exhibition will take place September 14-22, 2019 in the company's own exhibition centre in Verl-Sürenheide. More than 12,000 visitors from both Germany and abroad are expected to attend the premiere of the 2020 collection.

Trade professionals will find plenty of information and fresh inspiration in a totally renovated exhibition covering 4,000 m². In the foyer visitors are greeted by a curated selection of wallpapers and paints from Rasch in a tribute to 100 years of Bauhaus design in Germany. It is a visual reminder that Manufacturer has also embraced the essential Bauhaus idea: The company makes exceptional quality, contemporary design and long-lasting products available to many people through its excellent value for money.

The exhibition is comprised of a total of 112 designs for a variety of living areas. A key area of focus is clearly the combined kitchen and adjacent living/dining areas, and the bathroom area has also been noticeably expanded. The kitchen accounts for 56 designs, the living-dining area for 20, the bathroom for 23, the utility room for 5 and the wardrobe area for 8. At the beginning, 19 elaborately designed kitchens make the diversity of the new features in this area truly experiential. 5 solutions here are dedicated to the new XL height, which now creates even more storage space in handleless Line N kitchens. The kitchen presentation also includes 17 more compact, true-to-life plans and 10 beautiful cottage style designs. The special area named "Tiny Houses" showcases 6 imaginative versions for small rooms. In a living space of just 10 to 20 m² they merge artistic esprit with maximum functionality.

The "Manufacturer lab" showcases another 4 spacious solutions, in part experimental. These bring Manufacturer products together in new ways, use them in surprising new settings, and show just what is possible. This space is finished off with living/dining room designs, a bathroom and a utility room design, a walk-in wardrobe dressing area, and a wet kitchen—often customary in Asian regions, a hidden second kitchen with a wet area for working.

Manufacturer devotes 175 m² to the topic of the bathroom. 22 bathroom designs are presented here from opulent furnishings to practical bathroom sets. 20 living room/dining room designs and 8 wardrobe designs exemplify how kitchen design concepts can be carried over to adjoining living areas in terms of a unified aesthetic. 5 utility room designs convince with optimised space utilisation and a plethora of practical ideas.

Yet another presentation space within the cottage area introduces SpaceFlex®, the exclusive organising system for storage containers and more. Ideal for people who love a tidy kitchen, but who haven't been able to find any kind of order inside the cabinet. Virtually every kitchen utensil can be stored in SpaceFlexx®. The flexible divider nesttex® Inside is elastic and adjusts to fit the contours and sizes of the stored goods. This way, SpaceFlexx® can flexibly hold utensils of different sizes and shapes securely in their place. nesttex® Inside is dishwasher-safe for convenient cleaning.
SpaceFlex® is a development by the Kesseböhmer company and is available exclusively through Manufacturer.

On over 100 m², this years' service area "Logistics >> in motion" presents the process communication from the incoming order to the final unloading at the customer's location and thus demonstrates the level of service at Manufacturer that goes far beyond the product. Whether order tracking via Manufacturer Extranet, digitalisation in order processing, a new scanner technology and photo documentation during loading or live lorry navigation via GPS - modern technologies optimise the processes at many points along the delivery chain and thus increase the process reliability and the quality. The final touch in the area is an entire Manufacturer lorry. Visitors are invited to take a seat behind the wheel, to learn about the on-board computer and take a "trucker" selfie as a souvenir.

At the exhibition marketplace important technical details, lighting systems, cutlery inserts, sinks, mixing taps, niche cladding and décor samples of fronts, handles and worktops are all clearly arranged and exhibited. What's more, advertising agency partners will be there, including for the first time ieQ-Systems, with a comprehensive service package for digital media. With the support of ieQ-Systems Manufacturer helps its retail partners create a more attractive online presence. ieQ-Systems offers a whole range of services for precisely this purpose, from content creation and search engine optimisation to electronic commerce solutions. The Manufacturer contents on retailer's home pages is permanently synchronised to the Manufacturer home page.

A spacious café area invites visitors to linger a while. An adjacent demonstration kitchen with connected living room offers a variety of cooking demonstrations.

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The Manufacturer open-house exhibition will take place September 14-22, 2019 in Verl.
Opening times: daily from 9:00 a.m.

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