75 years of Manufacturer. A Story of Innovation.
Yesterday. Today. Tomorrow.

Time travel through Manufacturer history, experience inspirational designs in the here and now and take a glimpse at the future

Verl. The Manufacturer 2021 collection offers a plethora of new features, which enable the retail trade to successfully market even in the face of current challenges. Experience the variety of the new range at this year's open house exhibition. Taking place on the occasion of Manufacturer 75th anniversary, the open house exhibition is aptly titled "Yesterday. Today. Tomorrow". In keeping with this motto, the exhibition tour around the 5000 m² exhibition space begins with a brief journey through time and then thoroughly addresses the latest new features, and thus the here and now. A visit to the exhibition ends in the Manufacturer lab where the final expansion phase of the successive grid conversion is presented with a glimpse at the year 2023.
The open house exhibition takes place September 19-27, 2020 in the company's own exhibition centre in Verl-Sürenheide. At the same time, Manufacturer is also presenting the collection in a digital showroom.

The totally refurbished exhibition space now roughly covers an impressive 5000 m² surface area. This year the entry and exit situation as well as the exhibition routeing have been completely changed to accommodate the strict requirements of the health and safety code. A comprehensive hygiene concept and a systematic digital visitor management system ensure the safety of guests and employees and a consistent separation between exhibition traffic and daily company operations.

On the way to the first exhibition area during this anniversary year for Manufacturer, visitors are treated to a brief time travel through the 75 year history of the company. Exhibits and snapshots from the company history line the pathway alongside the journeyman's piece belonging to owner Werner or the oldest Manufacturer kitchen from among the employees. The giant letters from the roof of the old Manufacturer plant in Gütersloh Avenwedde stand as a signpost for the entrance into the range of new features. Within the exhibition, large red portals mark the transition between the various topical areas.

Awaiting the visitor is a total of 106 designs with room-spanning solutions for kitchens, bathrooms and living areas. With 49 designs, the topic of kitchens is the core of the exhibition. The spectrum ranges from spacious settings for the new features range to the true-to-daily-life designs in all styles to a generously planned kitchen for events and functions. After the new features in spacious kitchen designs come the areas for dining, followed by More than kitchen as the current interpretation of the "House of Manufacturer," living areas, cottage style and bathrooms.

The bathroom collection, now in its third year at the open house exhibition, gets even more space than last year with 31 solutions. A special focus this year is on attractive solutions for guest- and small bathrooms. Moreover, there are four utility rooms, five dining rooms, ten living areas, three wardrobes, one dressing area, one home office and two cottage style buffets on display. These impressively illustrate how Manufacturer furnishings can be used to realise holistic living concepts for all rooms.

The electrical appliance area at the exhibition boasts a premiere. The new appliance partner, Samsung, presents its Infinite series of appliances for the first time. With a spaciously laid out special area covering 220 m^2, the Manufacturer open house exhibition provides an attractive setting for Samsung. A total of 35 Samsung appliances with innovative functions and extraordinary design supplement the Manufacturer range.

Further new features are available through an expanded collaboration with BORA. The BORA hot plate extractor fan GP4 is available exclusively through Manufacturer complete marketing programme. It has a self-contained design, and can be flush-mounted or surface-mounted. Thanks to the Easy-Fitting-System the GP4 can be mounted as quickly and easily as a conventional hot plate. Optimised built-in dimensions enable perfect planning and make use of the entire Manufacturer drawer interior beneath the hot plate extractor fan. Manufacturer product range has been technically optimised to simplify installation and thus reduce installation times to a minimum. This exclusive combination is presented at the BORA exhibition stand.

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. Thus, the goods can be delivered or picked up within 24 hours of ordering.

At the exhibition market square visitors can find information about all the technical elements, lighting, cutlery trays, sinks, mixing taps, niche décors and designs for fronts, handles and worktops. Additionally there are agency partners for advertising, software solutions by RMTsoft and installation services for the retail trade.

The Manufacturer lab is devoted to the grid conversion this year. There, three very generously designed kitchens demonstrate the final expansion phase of the new Manufacturer grid as well as the future possibilities for designs. This year the lab is the finale at the end of the exhibition tour.

In addition to the open house exhibition Manufacturer is presenting its new features virtually in its very own digital showroom. It contains a total of 37 designs, which have been developed entirely as CGI (Computer Generated Images). Within the individual rooms—25 of which are for the kitchen, six for the bathroom and six for the living area—the user can proceed through controlled movements, explore new features and highlights at predefined touchpoints and view product variations.

Users can choose from a designated tour or an exploration based on their own individual preferences via product filters. Tour videos of the individual areas of the original exhibition round out the product experience.

In the coronavirus era the digital showroom serves as a replacement for an exhibition visit, but it can also be used as a follow-up and review of a visit. In addition, the virtual showroom can also expand the real experience of products in the retail trade, as it can be used in customer exhibits to supplement product placement. The Manufacturer digital showroom is initially available in the languages German, English and French.

Manufacturer open house exhibition 2020
The Manufacturer open house exhibition will take place September 19-27, 2020 in Verl.
Opening times: daily from 9:00 a.m.

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