Manufacturer open house exhibition 2018.
more than kitchen.

Innovative products, one-of-a-kind service – Manufacturer creates new opportunities and possibilities for retailers

Verl. Following the motto “more than kitchen,” Manufacturer showcases a trendsetting range of new features, integrated design concepts for various living areas and forward-looking service solutions at this year’s open house exhibition. And with this display, the recognised market leader once again presents itself as a visionary and pacesetter for the industry, whose enthusiasm for the company’s competency outside the kitchen is also growing. The open house exhibition takes place September 15-23 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 2019 collection.

Trade professionals can gather detailed information in a totally renovated exhibition covering 4,000 m². In the foyer a short animated film illustrates the company’s growth course. It visualises the measures taken to date to increase capacity as well as the further expansion of the plants and locations. Once inside, visitors will be treated to 92 designs for various living areas: 66 solutions concentrate exclusively on kitchens, while the focus in the other 26 is on “more than kitchen.” There are 8 kitchen concepts on display, which incorporate adjacent living spaces, and 20 separate designs for utility rooms, bathrooms, wardrobes and living rooms.

At the beginning, 26 elaborately designed solutions demonstrate the diversity of the new features in the area of kitchens. The designs also deliver inspiration for creative living concepts in which room-dividing sliding doors partition the different living spaces flexibly and functionally. What follows are 7 individually designed kitchens, each with the personal signature of one of Manufacturer showroom kitchen designers. This design department was further expanded last year in order to provide far-reaching service to the market in the area of showroom designs.
Add to this 14 true-to-life designs, which showcase Manufacturer excellent value for money. 11 attractive cottage style settings complete the exhibition.

Manufacturer devotes a complete area to the exhibition motto "more than kitchen”. It is subdivided into designs for bath, utility room and media wall system designs. All these areas prove that Manufacturer solutions also make life beyond the kitchen more beautiful and more functional. The 6 exemplary plans each for bathrooms and utility rooms impress with beautiful and practical new features. Additionally, 8 media wall system designs provide a glimpse into the range of possibilities.

The “house of Manufacturer” is also integrated into the exhibition. There, visitors can experience first-hand in a realistically staged design just how the Manufacturer range enhances all living and

functioning rooms. A video installation at the facade already allows the first glimpse into the house and the life inside the individual living areas from the outside.

Figuratively speaking, the exhibition motto “more than kitchen” also perfectly expresses the Manufacturer philosophy regarding service and customer relations. An integral part of the company’s self-perception is using integrated solutions to strengthen the competitive position of its retail partners. Along with an innovative collection, retailers benefit from an extensive and proven range of services encompassing all aspects of planning, marketing, sales and order processing. At the open house exhibition, the service area provides a glimpse into this portfolio.

There, visitors can receive information about two ultra-modern planning systems for retailers, that score points with new technologies, for instance, with virtual reality. The Manufacturer Academy introduces its comprehensive training and further education programme for kitchen salespeople, designers and fitters. The range stretches from the basic education of a sales associate to a variety of attendance seminars at Manufacturer to new E-learning courses offered in three languages. Thereby, Manufacturer also offers a unique service in this regard.

Furthermore, Manufacturer partner company RMTsoft, presents how the processing quality of the kitchen trade – from POS to final installation – can be sustainably improved. From the fully automated order control (AOC) to the electronic acceptance protocol for kitchen installation, the tools from RMTsoft accompany all steps of the process for a consistent and smooth handling of orders.

The brand noblessa shows its potential in a showroom of its own with five superior quality kitchen plans. New and to some extent exclusive feature details underscore the quality and independent character of this brand for international studio designs.

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The Manufacturer open house exhibition takes place September 15 - 23, 2018 in Verl.
Opening times: daily from 9:00 a.m.

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