Manufacturer open house exhibition 2022.
Ready to create!

138 designs across 5,000 square metres and more than 10,000 visitors from all over the world visiting Verl

Verl. Manufacturer open house exhibition 2022 with the motto "Ready to create!" will offer plenty of inspiration for holistic and individual living and planning concepts, innovative new products as well as effective, targeted marketing support and eCommerce solutions for retailers.
The exhibition on approximately 5,000 m² includes exciting individual concepts for the kitchen, bathroom and living product areas. A total of 138 designs showcase the unique breadth of options available in the new collection: 52 kitchens, 4 utility rooms, 50 bathrooms, 24 living and dining solutions, 3 wardrobes, 3 dressing rooms and 2 office solutions offer plenty of inspiration for the entire home.
This year, Manufacturer has finalised its new grid system. This permeates all product areas and leaves a clear impact. Joint patterns and heights can now be planned even more consistently across all fronts and rooms. Creative planners are thus offered almost infinite design possibilities. This is what this year's motto "Ready to create!" stands for.
The open house exhibition take places from 17 to 25 September 2022 as an in-person event in the company's own exhibition centre in Verl-Sürenheide. Manufacturer expects around 10,000 guests from all over the world.

"Ready to create!" – under this guiding principle, Manufacturer is presenting its new n144 grid system at the 2022 open house exhibition as a creative modular product system with high demands on continuity, plannability, ergonomics, storage space and consistent lines. The logical structure also offers a high degree of planning reliability for the seller.

The grid concept runs like a red thread through all product areas and the entire exhibition space. In this collection, Manufacturer has also focused primarily on consistent further development of the kitchen, bathroom and living room segments. The exhibition follows a clear structure of the product areas.

With a total of 52 designs, kitchens are the focus and starting point in the exhibition. The area starts with extensive presentations of the new kitchen programme and then switches to the "World kitchens" area, where kitchens typical of a country are shown with a global design approach on floor plan formats suitable for everyday use. The "kitchen" area leads into a spaciously planned event and functional kitchen, where the well-known food blogger and cooperation partner Sally will be there in person during the Manufacturer open house exhibition, baking for retail partners and fans, and available for autographs and photos.

In the Manufacturer quality laboratory, the new product highlights are examined in detail from a technical perspective. The quality experts explain new features such as the drink crate holder, the mirror with anti-fog function or the new washing machine conversion. There is also an explanation here of how specifically the "Gardening Box" works and the possibilities of the new pedestal base.

The topic of the grid is played in the endurance test by the test robot. There, the Robbi opens Manufacturer cupboard in the new grid steps. Another but very important topic in the lab is sustainability.

The Manufacturer home range shows its versatile and modern structure through 32 designs in various individual disciplines. In the living range, however, not only the product but also the form of marketing has been developed further for 2023. For example, the presentation starts with a freely planned living space, in which creativity and planning solution are in the foreground. These designs follow different styles from "Modern - New York City" via "Mediterranean", "Japandi" and "Scandi" to "Industrial Style". In addition to classic living and dining room plans, Manufacturer also presents 3 wardrobe solutions and 3 dressing rooms that can be equipped with the innovative customfit Manufacturer sliding door system. In line with current trends and the requirements of a modern home, this area also contains 2 convenient home office solutions that fit seamlessly into the overall image.

This staging is followed by a presentation according to defined product lines, in which the focus is on ready-designed modules and suggestion walls for simple and channel-specific marketing. A total of 8 product lines are available to retailers for 2023, tailored for placement and sales on the floor.

With a total of 50 bathroom designs, Manufacturer proves the unique versatility of its product variants. From exclusive, modern wellness bathrooms to generously dimensioned family bathrooms and 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. Similar to the living area, the presentation starts with freely planned bathroom solutions for every requirement and ends in an area with advertising information and designs structured according to product lines.

This comprehensive presentation of the Manufacturer furniture worlds is followed by a newly designed exhibition area for the extensive Manufacturer household appliance range.
An attractive and, most importantly, deliverable appliance range is a particular focus of the Manufacturer 2023 collection. Manufacturer has invested heavily in reliable deliverability and continues this commitment at a high level. With that in mind, the Bauknecht brand was already added to Manufacturer complete marketing programme in March of this year. With **Laurus**, **Grundig** and **Whirlpool**, Manufacturer is once again expanding its range for 2023 across all price segments with three additional brands. Moreover, in addition to its own brands, Manufacturer continues to increasingly focus on exclusive appliances, such as the successful BORA GP4 downdraft extractor fan or the exclusive Sally Edition from Bosch. An exclusive model range from Siemens is now also available for Manufacturer. Samsung and Grundig impress with special warranty services for the Manufacturer ranges.

This extensive product and service offer as well as the consistent brand development from entry level to the premium segment is particularly underlined by the new way of staging at the Manufacturer open house exhibition. Manufacturer showcases itself as a reliable partner and specialist in appliance marketing and logistics from a single source.

The tour concludes with the Manufacturer marketplace with an extensive range of very special Manufacturer services. Pino and Raumplus have also joined Manufacturer once again this year to present their products in Verl.

Sustainability in action

The topic of sustainability is becoming increasingly important in society and is one of the major megatrends of our time. Sustainability has long been part of Manufacturer DNA and was already part of our communication in 2011 under the motto "The Green Way" as an independent open house exhibition theme. This year, Manufacturer has adjusted its communication around this topic and is giving the topic of sustainability more space in its exhibition with a presence in several places at once: on the product, in the QM laboratory and in the Manufacturer lounge tent.
The new landing page and a stand-alone sustainability journal round off the presentation at the exhibition. Both media and their contents are presented in detail in the QM laboratory.

As a common Manufacturer thread on the subject of sustainability at Manufacturer, we can certainly conclude that sustainability is not simply a current communication topic, but that sustainability is a result of sustainable action. Manufacturer wants to become climate-neutral and to do so under its own steam, which also includes actively reducing CO_2 emissions and not simply compensating for them. A dedicated team works consistently to reduce the carbon footprint and develops effective measures that are implemented directly. Good results have already been achieved with this active approach (see also separate sustainability journal) and Manufacturer also has a lot planned for the future in this respect.

In the Manufacturer lounge tent, eight exhibits once again point to special sustainability topics. These exhibits serve as "reminders" on the topic of sustainability and are intended to prolong visitors' awareness of this topic. Displays in the berths also point to the sustainability landing page via QR codes.

Manufacturer deals with innovative and future-oriented technologies in a very diverse way and at an early stage. In this context, the company is also very intensively involved with the traffic turnaround in freight transport. In the outdoor area, GP Joule presents a promising and interesting alternative: a hydrogen-powered truck should enable climate-neutral heavy goods transport in the future. With an annual mileage of 100,000 kilometres, this drive could save about 65 tonnes of CO_2.
The number of charging stations for e-vehicles belonging to Manufacturer exhibition visitors was increased to 16.

Digital sales manual

As an alternative to the printed catalogue, Manufacturer is, for the first time, offering an intuitive, efficient and also sustainable sales manual (VKH) in digital form. The first pilot customers for this application are to be acquired at the exhibition in order to align the application even better with the needs of retail partners.
The digital sales manual enables both specialists and beginners to find the product details they need as quickly as possible. In addition to current product information and delivery times, the digital sales manual also provides product or assembly videos. The digital version is also popular as it can provide the most up-to-date information. Supplements and supplementary pages are thus a thing of the past with the digital sales manual. With the corresponding acceptance among retailers, fewer printed catalogues will be needed in the future, so that Manufacturer can also take a further step towards sustainability here.

elements – Manufacturer quick delivery programme

The "Manufacturer elements" quick delivery programme is presented on an area of 126 sqm. 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. These are all pre-assembled products in the well-known Manufacturer quality. In addition to self-collection, many freely selectable service options are available to retail partners, including, for example, pallet dispatch, warehouse delivery, assembly and much more.

The Manufacturer elements modular system is even more versatile, valuable and modern for 2023. For this purpose, the collection has been supplemented with highboards and island designs. With these, elements designs can now be replicated with even more value. For even more individual design options, the unit range was expanded in the 15 width grid and supplemented with front fillers. The appliance range was expanded to include the Samsung brand and rounded off at the top for brand-affine, smart end customers. The Beko brand replaced the Leonard portfolio when the collection was changed.

The elements concept provides its partners with a comprehensive marketing and service package that more and more trading partners appreciate. In addition to extensive current image and brochure material, the elements Select Planner is also available. This is a unique web planner for the Manufacturer elements range, which can be integrated into the website of trading partners in various stages of expansion.

In Germany, more than 850 customers are now using the elements concept; in export, there are now more than 200 customers in Austria, Benelux and France, but also in Spain or the Czech Republic. Against the background of the increasing number of customers, the capacities of the Manufacturer elements warehouse were also expanded in 2022.

e-commerce
Manufacturer supports its retail partners with a wide range of e-commerce solutions, also in collaboration with its cooperation partners RMTSoft and eOPUS.

At the heart of e-commerce solutions are complete online shop solutions for Manufacturer trade partners. In this way, Manufacturer facilitates its partners' entry into e-commerce by means of tried and tested solutions.
Such an online shop can be realised as a stand-alone website, alternatively the various functionalities can also be integrated individually into an already existing solution. The comprehensive offer currently includes 3 different web planners, but also payment, hosting, content, support and training. The shop solutions are created individually in the corporate design of the retailer.
At this year's open house exhibition, a quick configurator for home furnishings will be presented for the first time, which can significantly reduce the workload of retail sales staff.

Another new addition to the range is a lead generator for retailers. This is a platform that inspires end customers in search of their dream kitchen, helps with planning and can display photorealistic models and price ranges of retail partners in real time.

This year, the eOPUS team has once again digitalised the new Manufacturer exhibition, which can be visited on the web. On the PC or tablet, the Manufacturer cabinets can also be opened in a free tour and, as a special highlight, colours and décors can also be changed. With this solution, Manufacturer retail partners can easily expand their own exhibition digitally. In addition, eOPUS will present its 3D planning software STUDIO and its web configurator SELECT.

eOPUS STUDIO is modern and future-oriented 3D planning software for kitchens & living rooms. The outstanding feature is the intuitive user guidance and the real-time rendering in impressive display quality. The application is highly self-explanatory, requiring only a short basic briefing. This makes learning how to use this planning software very easy for new users. eOPUS SELECT is an individual web configurator that can be created with one click directly from eOPUS STUDIO. This makes SELECT a solution for all retail partners who want to position themselves better and more innovatively on the web.

The partner company RMTSoft provides cloud-based intuitive software solutions for kitchen and furniture retail. As part of the Manufacturer open house exhibition, the company will present how the processing quality of the kitchen trade can be sustainably improved from POS to final installation. From the fully automated order control (AOC) to the electronic acceptance protocol for kitchen installation via the Mobile Service App (MSA), the tools from RMTsoft accompany all steps of the process for a consistent and smooth handling of orders.
The latest functions of the ATAK, MSA and WORKX products will be presented at the Manufacturer open house exhibition.

Manufacturer open house exhibition 2022

The Manufacturer open house exhibition will take place September 17-27, 2022 in Verl. Due to the high number of registrations and to enable every customer to visit the Manufacturer open house exhibition, the exhibition period was extended by two additional days. Instead of ending on 25 September 2022 as originally planned, the open house exhibition will end on 27 September 2022. You can register for the exhibition throughout the exhibition period at **www.vistaprofesyonel.com** in the Manufacturer exhibition portal.

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

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