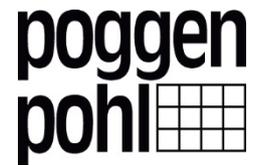


PRESS RELEASE



Herford, 14 September 2013

More variety in the kitchen

Poggenpohl presents new front design possibilities

The front is the face of the kitchen and therefore the expression of the owner's individual style. Offering its design-oriented customers the greatest possible choice has always been a basic principle in the Poggenpohl philosophy. For this reason, the premium kitchens manufacturer has extended its range and is presenting new fronts and handle versions at this year's Küchenmeile A30 show.

New fronts, a new website, new showroom kitchens. On 1,300 m² and over two levels, Poggenpohl is presenting its design kitchens with its product highlights such as +SEGMENTO, +MODO, +EDITION, +ARTESIO and the Porsche Design Kitchen. The further highlights of the exhibition include the speciality areas and the newly designed basement including the training room which is equipped with the latest multi-media technology.

New fronts

When it comes to the colour configurations of kitchen surfaces, along with shades of wood, lighter colours are still where it's at. Poggenpohl, who are known not only for recognising trends but for setting them as well, are now launching the new 'cool' shade of Stone Grey on the market. In this way the kitchen manufacturer is setting the trend for a colour which consciously isn't loud, but is, on the contrary, muted. Stone Grey is available with a

consistent colour system as a melamine resin coating, a hydro varnish or as a high gloss varnish. In combination with shades of wood such as Stone Oak or Walnut, the kitchen gains a 'warm' contrast.

Poggenpohl has also extended its range of products in the area of timeless and classic +EDITION collection: one of the longest standing fronts, the HP – a high polish cassette front – is being enhanced with two shades of white.

New highlights

Handles set special highlights on the front of a kitchen. For this reason, Poggenpohl has extended its collection with two new handles: an elegant bar handle made from stainless steel and a modern glass handle. The glass handle, which appears to hover, gains a defining character with its stainless steel base.

In the area of wall units and tall cupboards, aluminium glass framed doors made from satinised black glass with black appliqued frames are now available. These are available in both standard and folding versions. The new fronts are an especially elegant highlight in the area of kitchens.

Additional product improvements, such as the new stainless steel plinth panel and the new waste separating system for sink base units also optimise the offering of the premium manufacturer.

Porsche Design Kitchen

Even the most refined kitchen, the Porsche Design Kitchen, has some new features. For example, as of now the kitchen is delivered with a strengthened track system which can hold up to 60kg. The wall units and the motorised hinges have also been optimised. When the sensor which is integrated into the body is activated, the door closes without the need for a handle. The lighting in the aluminium framework has also been upgraded to LED.

New website

With its new website, which is going online at the end of September, the kitchen furnishings manufacturer is proving once again that its brand philosophy is being realised consistently in every detail. The pages now available to users in the internet are both modern and elegant in equal measure. The stylish and expressive images of kitchens say more than a thousand words. New functions such as a kitchen configurator and a customer magazine with running news updates from the world of Poggenpohl provide customers with a special kind of added value. The www.poggenpohl.com website also offers direct links to the latest social media sites such as Facebook, Twitter and Google+.

Further information / Media contact:

Nelli Götz

Poggenpohl Möbelwerke GmbH

Tel. 05221 / 381-331

Email: Nelli.Goetz@poggenpohl.com