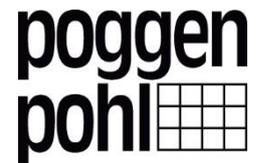


# PRESS RELEASE



Herford, 13th September 2014

## **Extension of the front range and optimised hinge technology**

### **Poggenpohl is offering the specialist trade new sales arguments**

Poggenpohl is presenting to the trade and professionals its product highlights at the kitchen mile in an area of 1300m<sup>2</sup> and on two floors. The focus is on the trend of "matt surfaces", manifested in a variety of innovative front materials in newly designed show kitchens.

The premium kitchen manufacturer is supplementing its range with 16 new glass fronts, available in matt or high-gloss finishes. They match the eight standard shades in the Poggenpohl colour palette. This palette includes exclusive plain colours, coordinated with one another to allow combination in the kitchen or in the entire living area. Each of the Poggenpohl colours is offered in a wide range of surface finishes with a respectively different effect on the visual appearance of the finished kitchen.

Poggenpohl has long been a pioneer in the field of innovative hinge technology. Poggenpohl kitchens are equipped with the high-quality +MOTION closing mechanism, which impresses by particularly quiet running and gentle closing and lends an additional touch of luxury to the kitchen. Customers can choose between electrical and mechanical opening.

Poggenpohl is now optimising mechanical opening with a new self-closing mechanism that dramatically simplifies the closing process. Perfect self-

closing is now possible with the +MOTION mechanical opening system too  
- gentle, quiet and effortless closing is guaranteed.

With the innovative +MOTION DRIVE opening assistance system for fridges and freezers, Poggenpohl is offering a new solution for handleless opening of integrated fridge-freezers. The ingenious opening mechanism is triggered by being lightly tapped, which releases the vacuum between the fridge and the closed door with the aid of "plunger technology". Hefty pulling to overcome the vacuum that previously placed stress on both material and user is no longer necessary. Opening the fridge proceeds gently and effortlessly. Poggenpohl offers +MOTION DRIVE for all fridges and freezers and for combination appliances up to a recess height of 178 cm.

Poggenpohl is also offering all units with drawers and pull-outs in special widths in the 2015 range. According to customer wishes, these units can be incorporated in the kitchen ground plan with centimetre accuracy.

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