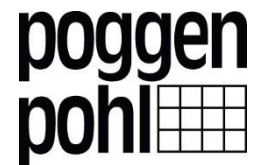


PRESS RELEASE



Herford, 19th September 2015

A dazzling brand presentation in Herford

Poggenpohl company exhibition extensively revamped



Anyone entering the foyer at Poggenpohlstraße 1 will immediately sense something new. The luxury kitchen manufacturer's company exhibition has undergone a major facelift over the past weeks. It has been possible to develop an elaborate presentation concept based on the Poggenpohl core values of modern purism, luxurious lifestyle and aesthetic understatement.

The square is the main element in the graphic design. Derived from the striking Poggenpohl logo, it is placed in the limelight in both decorative and functional terms. It reappears for instance as a 3D relief, seating area and wall design and on the Poggenpohl history wall.

Poggenpohl is presenting the 2016 new features based on innovative planning schemes. The successful design concepts +MODO, +SEGMENTO, +ARTESIO and +EDITION are being exhibited as well as kitchens from the Poggenpohl standard range. A central area is devoted to the cooperation with Porsche Design Studio – the multiple prizewinning kitchens P`7340 and P`7350 have been given a central position in the 1300 m² exhibition and represent one of the highlights.

Further information / press contact:

Christiane Danielsmeyer, Marketing

Telephone: 0049 (0) 5221 / 381 317

Email: christiane.danielsmeyer@poggenpohl.com

Internet: www.poggenpohl.com