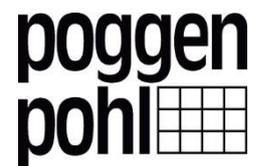


PRESS RELEASE



Hong Kong / Herford 10th July 2017

Exclusive Poggenpohl brand presentation in Hong Kong

Grand opening of the new KI Cubus showroom at a prestigious location



Kitchen Infinity, a long-standing partner of the luxury kitchen manufacturer from Herford, Poggenpohl, has now opened a second exclusive showroom in Hong Kong at a high-profile location near Causeway Bay. On the occasion of the ceremonial grand opening of the KI Cubus showroom, Sandra Wong, CEO of Kitchen Infinity, welcomed numerous decision-makers and prominent personalities. Christian Garke, CFO of Poggenpohl and Bas Mol, Poggenpohl Sales Director, congratulated Sandra Wong on the new showroom and had brought along a carpenter from the Herford Poggenpohl works specially to demonstrate processing of high quality wood surfaces to the guests on site. Several award-winning master chefs prepared the

guests creations special both in terms of appearance and taste, providing another highlight to the evening.

Under the motto “Heritage Unveils”, the extraordinary design of the showroom placed the tradition of both German luxury brands Poggenpohl and Gaggenau in the limelight. Over an area of 115 m², large plants, a ceiling decorated with branches and projections of forest landscapes create an atmosphere that shows the three Poggenpohl kitchens on display in a completely new setting.

Kitchen Infinity has been an exclusive partner of Poggenpohl for more than 30 years now and has since then completed many high-ranking projects with the Herford company in China and Hong Kong. “Since Kitchen Infinity was founded in 1986, we have covered an impressive amount of ground. The Poggenpohl and Gaggenau collections allow us to create luxurious kitchen planning schemes for families using products that are not only technically and functionally excellent, but also offer the highest standard in terms of design aesthetics. We are very pleased to be launching our second showroom in Hong Kong and I am sure it offers us a brilliant future”, says Sandra Wong, the CEO of Kitchen Infinity.

“For more than three decades now, Poggenpohl and Kitchen Infinity have shared the same passion for kitchens. We are very happy to be able to accompany the opening of the KI Cubus in Causeway Bay “, says Dr. Ulf Lange, the founder and chairman of the board of the ADCURAM Group AG. “This showroom not only gives us the opportunity to present our products; it is also a place where we can share our competence and design philosophy with our customers”.

About Poggenpohl

Poggenpohl has been designing and producing luxury kitchens at the Herford production plant for 125 years, making it the world's longest-established and most renowned kitchen brand. Customized, fitted kitchens delivered to more than 70 countries are created in a manufacturing area of 54,000 m². A global network of 450 Poggenpohl studios with highly qualified designers perfectly implements the customers' conceptions of an ideal kitchen. As of 2017, Poggenpohl now belongs to the ADCURAM Group AG based in Munich.

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