

Press release

The new EURONICS added-value kitchen comes from Cappeln

Beckermann Küchen and the purchasing cooperative EURONICS have entered into a strategic partnership in the Smart Kitchen/Smart Home sector. From now on, the traditional brand from Cappeln will be supplying the fully networked added-value kitchen from EURONICS. The association's highlight is a combination of all that is currently technically feasible and can be seen at the IFA in Berlin between 31st August and 5th September 2018. The smart added-value kitchen is fitted with the Home Connect equipment of the brands Bosch and Siemens domestic appliances.

The furniture for the EURONICS added-value kitchen had previously been obtained from Kimocon (formerly tielsa) and therefore from Kimocon Eschebach/Störmer Küchen. It now comes directly from Cappeln. "We have convinced EURONIC of our expertise in all aspects - excellent materials, first-rate craftsmanship, utmost versatility and our sophisticated industrial mass customisation. Batch size 1 production is standard practice with us", says Beckermann Managing Director Bernd Lampe. The new EURONICS added-value kitchen impresses with supermatt surfaces in a trendy, light concrete look and white marble in the high-tech laminate Siena XTreme White and Paradiso XTreme White (white marble). The high quality latest generation material is insensitive to fingerprints and grease marks, extremely durable, highly scratch-resistant and very easy to clean. Here, laminate, one of the most tried and trusted materials in industrial kitchen production and elegant marble design combine to form a very modern and timeless concept: the perfect synthesis of function & design. Beckermann Küchen received the coveted consumer prize Kitchen Innovation of the Year 2018® – award winning product for the criteria of functionality, innovation, product advantages, design and material qualities – for their outstanding marble design Paradiso XTreme at the Ambiente consumer goods trade fair in February 2018. This is already the second award for the company by the LifeCare initiative.

Image data for download in printable resolution can be found here:

<http://beckermann.de/de/service/presse.html>

User: Presse

Password: sitorif89

Photo: Peru Perlgrau & Paradiso Marmor Schwarz

About Beckermann Küchen

The kitchen furniture manufacturer has stood for tradition and innovation for more than 120 years. First-rate quality kitchen furniture is produced for the domestic and international market at the company head office in Cappeln. The company employs some 200 highly qualified people who have been with the company for many years. The export rate approximates 60 per cent. The traditional brand Beckermann Küchen is a member of the German Furniture Quality Association (DGM) and is currently present in 20 countries.

About EURONICS

EURONICS International based in Amsterdam is the largest association and second largest trading company for consumer electronics in Europe with a total of 6,400 members, over 10.000 outlets and more than 50,000 employees. The registered cooperative society EURONICS Deutschland - a partner of the European purchasing and marketing association EURONICS International - has more than 1,500 members and is represented at over 1,700 sites with around 12,000 employees. It distributes UHD, Smart Wearables, Smart Home and domestic appliances with highest energy efficiency as well as conventional consumer electronics products.