

Press release

Smart today – Smart tomorrow with EURONICS & Beckermann Küchen

All futurologists and trend researchers are unanimous: the future is networked. The “globals” in technology and trade are already busying themselves with how we will soon be living.

Market leaders and trendscouts, such as the global player EURONICS association, which is active with 10.000 outlets in 36 countries, have long recognised this development and launched the “fully networked value-added kitchen” project last year. It impressively demonstrates how the widest array of digital products and services can already be used in every household today. The networked household appliances originate from EURONICS partners, for instance the brands Bosch and Siemens domestic appliances, which are now world market leaders with their digital ecosystem Home Connect. The “value-added kitchen” can also be connected to the Smart Home platforms DigitalSTROM, RWE Smart Home and DM-Smarthome.

Beckermann Küchen with its head office in Cappeln is a new partner of this select group. Heiko Pischtschan, in charge of developing the “added-value kitchen” concept at EURONICS, says: “What we particularly appreciate in Beckermann Küchen is the fine product quality, the high level of versatility in design and planning owing to batch size 1 production (individual construction) and the major loyalty in the specialist trade as well as of course the solidity of a financially sound company. This is why we are also planning active cooperation with all EURONICS national companies”.

An initial creative manifestation of the new partnership between EURONICS and Beckermann Küchen can be seen at the IFA - the world's leading trade fair for consumer & home electronics - in Berlin during the period between 31st August and 5th September 2018: Beckermann Küchen and all other partners will be presenting the new “added-value kitchen” at the EURONICS booth 102 in hall 23.

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

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

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