

AvanTech YOU from Hettich for "nolte neo"

Purist drawer design in the high end kitchen

Nolte Küchen, one of Germany's best known kitchen manufacturers, has included the AvanTech YOU drawer platform from Hettich in its high end "nolte neo" range. The elegant drawers will be presented for the first time under the "neoBox" label at the Nolte in house exhibition from 18 to 24 September 2021, and will then officially go into volume production in "nolte neo" kitchens in the 1st quarter of 2022.

Nolte Küchen opted for AvanTech YOU drawers in anthracite, including the DesignProfiles in matching colour with "nolte neo" logo imprint, specifically for the high quality "neoBox". The classy looking, dark finished drawers can be set off with another accessory as an impressive mood setter: LED illumination in the DesignProfile makes statements on the drawer side profile and creates stunning visual effects every time the "neoBox" is pulled open. Fitted with Push to open Silent, the handleless drawers open and close particularly gently and quietly for the user.

The cost efficient AvanTech YOU platform gives manufacturers like Nolte Küchen the scope they look for in offering attractive drawer design with an exclusive feel and noticeable quality to discerning kitchen customers in the high end segment too. Benefiting from an invisibly integrated front panel adjustment function, the slender 13 mm drawer side profile always cuts an elegant and immaculate figure.

The right products – and the right partner

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For decades, Nolte Küchen and Hettich have worked together as partners in designing and fitting out the manufacturer's kitchen ranges. Time and again, the history they share in the drawer segment alone shows that the two companies have always been able to inspire and take each other forward in their professional working relationship: "ProfiTech 2" was the name of the drawer system from Hettich that brought Nolte Küchen so much success back in the 1990s. At the 1999 in house exhibition, the kitchen manufacturer then presented "ComfortLine", its next innovative drawer system as the result of a product development partnership with Hettich. The next huge success was to follow 17 years later: at the 2016 in house exhibition, Nolte Küchen presented the innovative "PremiumLINE" drawer system to its customers – a bespoke version the manufacturer has based on Hettich's tried and proven ArciTech platform.

Nolte Küchen's work with Hettich is now entering the next phase: consumers the manufacturer is addressing with the individually tailored "nolte neo" range demand modern, sleek looking design with a high quality feel. Used for Nolte Küchen, the innovative AvanTech YOU drawer platform can demonstrate all of its benefits. Following the much acclaimed "neoBox" debut this autumn, there is every indication that this joint project too will turn into a success story for both parties.

The following picture material is available for downloading from **www.hettich.com**:

Images

Captions

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Elegance in anthracite: Nolte Küchen sets great store by the benefits of the AvanTech YOU drawer platform from Hettich for its slimline "neoBox". Photo: Nolte Küchen



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LED illumination in the DesignProfile makes statements on the drawer side profile and creates stunning visual effects every time the "neoBox" is pulled open. Photo: Nolte Küchen

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Differentiation made easy: the DesignProfiles in the "neoBox" carry the "nolte neo" logo. Photo: Nolte Küchen

More about AvanTech YOU from Hettich:

Product website (English):

<https://web.hettich.com/en-de/products-eshop/drawer-systems/avantech-you>

AvanTech YOU illumination video (English)

<https://e.video-cdn.net/video?video-id=83Ei95-TQEu-Lbn4YZQm1d&player-id=8BwzRXWCGzWq75u7mK5EYt&channel-id=1851>

About Hettich

Hettich was founded in 1888 and is today one of the world's largest and most successful manufacturers of furniture fittings. Over 6,600 members of staff in almost 80 countries work together towards the objective: developing intelligent technology for furniture. Hettich thus inspires people all over the world and is a valuable partner for the furniture industry, trade and craft. The Hettich brand stands for consistent values: for quality and innovation. For reliability and customer proximity. Despite its size and international significance, Hettich has remained a family business. Independent of investors, the company's future is shaped freely, humanely and sustainably. www.hettich.com

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