

## Hettich Heads to Interzum 2019



**Montréal, Québec – April 16, 2019** – It is with great pleasure that we announce Hettich will be present at Interzum 2019 in Cologne, Germany. The trade fair of innovation will take place from May 21 to May 24, at Koelnmesse Hall.

### About Interzum

Interzum provides key momentum for the design of future living environments. It is the largest industry event worldwide and the central setting for companies who want to present their ideas to the whole sector at once. Interzum presents the most innovative products, new technological developments and innovations in materials. The whole sector attends the trade fair to experience product premieres first-hand and to get a glimpse into the future by reviewing topics like conservation of resources, sustainability, upcycling and the increased interest in digitalised living environments.

### As individual as you

Individuality is the freedom to choose – and a megatrend that is permanently changing expectations on life and home living. Consumers are thinking about what means the most to them in the design of their space. As a result, the demands on design, use and function of rooms and furniture is changing; both a conceptual and commercial challenge to the furniture industry. This is where Hettich sees a huge opportunity and is taking the customisability of products to a new level on the basis of all-inclusive concepts.

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## **Hettich is redefining the customisability of products**

The new buyer individual is demanding customisable products which fit into their very own personal values model and lifestyle. It is about quality, flexibility and sustainability. This makes kitchen and furniture buyers a heterogeneous group in which each and every individual wants to feel addressed on a personal level.

As such, Hettich is placing a focus on all embracing concepts with inspiring product solutions that can be seamlessly applied to all parts of the home and create scope for new furniture ideas.

**Let Hettich fascinate you – at Interzum 2019 in Cologne, Germany.  
Hall 8.1 - Stand D30/E40.**

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## **About Hettich**

Hettich is one of the world's largest manufacturers of furniture fittings. Every day, 6,600 staff members take up the challenge of developing intelligent furniture technology. A family-owned business, Hettich is located in Kirchleugern, Germany. This is where ideas are born for furniture fittings that shape today and tomorrow. In Canada, Hettich is headquartered in Montreal and has several warehouses and offices around the country. Additionally, Hettich Canada employs a full team of sales representatives and account managers dedicated to better serve our customers.

For more information, visit [www.hettich.com](http://www.hettich.com).

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