

## **It's all in Hettich: interzum 2023**

**The fittings specialist is showing everything that opens the door to success**

**Success is the reward of strong partnerships. Hettich is using interzum 2023 as an opportunity to show itself as a success booster with a plethora of forward pointing options for working together on all fronts. On board: incredible inspiration for innovative furniture and industry specific services, not least leaving the fittings manufacturer to showcase its assembly technology in Cologne. Undisputed highlight is the launch of FurnSpin – the spectacular turning swivelling fitting that's set to bring dynamic to upmarket furniture lines. Yet there's another highlight on the sustainability front: for the first time, Hettich's show presence has been given carbon neutral certification by an external partner.**

It's all in Hettich, the key to success needed by customers. The show stand in hall 8.1, stand C31/B40, will be giving the trade audience insight into the fittings manufacturer's wide ranging expertise and ingenuity as well as its immense understanding of everything both the market and users demand. Hettich will be providing compelling ways of addressing how the furniture industry, trades and specialist retailers can respond to the changing expectations users are placing on home living, lifestyle and the working environment. The megatrends of individualisation, urbanisation, new work, digitisation and sustainability are continuing to drive change ever forward – not only in terms of new furniture and interior concepts. A shortage of skilled workers is

**More Hettich press releases on interzum 2023:**



<https://www.hettich.com/short/ke3d6oj>

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making simplified and efficient processes ever more important in production and assembly. Hettich is leading the way in digitising its services and assembly machinery, and is, among other capabilities, showcasing solutions based on augmented reality.

In the wake of "It's all in Hettich", the fittings manufacturer's branding campaign is underscoring its promise to the trades, retailers and industry to provide everything they need to boost sales in the furniture sector. Hettich is exactly the right partner for tomorrow's challenges and a success booster for creating spaces that won't fail to fascinate. This is why Hettich never errs in developing solutions from the user's perspective, demonstrating vision, curiosity, boldness of vision and openness. Hettich firmly believes these solutions can only succeed if everyone involved works closely together in a spirit of trust and is ready to share knowledge and expertise.

interzum 2023 is inviting visitors to discover all of the things that are in Hettich.

### **Acting sustainably: carbon neutral show presentation**

For the first time, Hettich is getting the myclimate Foundation (myclimate.org) to give its entire trade fair presentation carbon neutral status for interzum 2023. The aim is to avoid CO<sub>2</sub> emissions as far as possible, or at least reduce them, by implementing measures in transport management, in the stand's technical outfit, by reusing stand construction material and exhibits, serving seasonal produce from the region's caterers, efficiently deploying stand personnel, including travel to the event and overnight stays, right through to dispensing with give aways. With the greatest impact on CO<sub>2</sub> emissions coming from getting

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Hettich's team to the fair and home again, colleagues from overseas will be booking flights that offset carbon to the greatest possible extent. Many participants will be coming by rail, company car owners will car share and, within Cologne, stand personnel will be using public transport instead of a team shuttle. Hettich is supporting a certified climate protection project to offset CO2 emissions that are still generated.

### **Show debut for FurnSpin & Novisys**

Anyone not realising what's actually behind translatory rotational movement before visiting the Hettich stand will definitely be smarter afterwards – and, what's more, blown over completely. The unique FurnSpin turning swivelling fitting lets cabinet elements turn full circle about their very own axis. Rotation brings a new and previously unprecedented dimension to furniture. Leaving FurnSpin to boost the appeal of tomorrow's lines of exclusive furniture.

Yet Hettich is also thinking just as innovatively in terms of the mass market, presenting Novisys, a high performing, fast assembly concealed hinge developed specifically for the furniture industry to provide integrated soft closing convenience for furniture doors in the mid price segment. Introducing Novisys, Hettich is also demonstrating that sustainability will play an ever more important part in developing tomorrow's products without compromising on quality.

### **Impressive showcase & customer journey**

Each and every one of the furniture exhibits displayed on Hettich's stand is an inspiration in more ways than one: new product

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applications, attractive furniture ideas and trend focused interior solutions. The new "roominspirations" website shows exhibits embedded in individualised home environments: theme based apartments and the New Work showroom not only let visitors discover the furniture concepts online in 3D, but also create them all by themselves: Hettich provides the CAD data, processing information and images that's needed, while inviting visitors to take Hettich's ideas that bit further.

### **New & proven keys to success**

Workplace exhibits immediately reveal their origin in a synergy of Hettich's unrivalled expertise in creating home furniture and office cabinetry. Leaving not a margin of doubt, they combine the needs of workstations in today's office and of those working from home. This is where well-being, homeliness, ergonomics and multi-functionality are the order of the day. And is where the new height adjustable Steelforce desk support frames from Hettich play an integral part.

AvoriTech now gives customers an exclusive drawer system with an 8 mm drawer side profile. Ideal for high end kitchen and furniture design with a purist look. Easy to customise in all sorts of different ways, the AvanTech YOU drawer system has become a driver of success. Not only in material and colour, but also with light. When it comes to trends, there's no way round an outdoor kitchen. With this in mind, Hettich has developed Veosys, a weatherproof fitting system, demonstrating no worry outdoor kitchen convenience.

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Anyone unable in person to attend interzum 2023 and Hettich's show stand can immerse themselves in the various theme worlds on the new "roominspirations" website or look for specific solutions by category. <https://interzum.hettich.com>

The following picture material is available for downloading from the "Press" menu at [www.hettich.com](http://www.hettich.com):

## Images

### Captions



#### 132023\_a

Chief motif of the "It's all in Hettich" brand campaign visualises the fittings manufacturer's keen focus on users and the vision it has of developing products for tomorrow's world. Photo: Hettich



#### 132023\_b

All new, FurnSpin from Hettich brings elegant dynamic to superior furniture design: with a sweep of the hand, the entire cabinet body can be turned from the closed to the open position. Photo: Hettich.

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### **132022\_c**

Show debut: providing outstanding value for money, Hettich's Novisys fast assembly hinge brings the convenience of integrated soft closing to the vast majority of furniture ranges. Photo: Hettich



### **132023\_d**

New benchmark for perfected, purist furniture design: the AvoriTech drawer platform from Hettich with a slender drawer side profile of just 8 mm in width. Photo: Hettich

### About Hettich

Hettich was founded in 1888 and is today one of the world's largest and most successful manufacturers of furniture fittings. Some 8,000 colleagues in almost 80 countries work together towards the objective: developing intelligent technology for furniture. On this basis, Hettich inspires people across the globe and is a valuable partner to the furniture industry, retailers and the trades. The Hettich brand is synonymous with consistent values: with quality and innovation. For reliability and closeness to customers. Despite its size and international significance, Hettich has remained a family run business. Independent of investors, the company's future is shaped freely, humanely and sustainably. [www.hettich.com](http://www.hettich.com)

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