

Reflecting on WMS 2019 [Hettich Canada](#) Looks Back On Another Successful Show

Montréal, Québec – December 2, 2019 On October 31 to November 2, Hettich Canada had the pleasure of being an exhibitor at the Woodworking Machinery & Supply Conference and Expo (WMS) 2019 in Toronto. WMS is the national event for Canada's wood industry and welcomes mainly cabinet makers, millworkers based in Ontario, the Maritimes, Western Canada and Quebec.

WMS 2019

[WMS](#) has connected Canada's professional woodworking buyers with the world's most prominent machinery manufacturers and suppliers for more than 40 years. The previous show in 2017 welcomed participants from 9 provinces and 2 territories in Canada. This year, the WMS exhibit saw more than 175 exhibitors in a 75,000 square foot exhibit space.

The Hettich Canada Booth

This year, roughly 5,000 visitors came to the show to meet suppliers of the industry, many of which we were pleased to welcome at the Hettich Canada booth (Image 1). The design of the booth was slick, welcoming a minimalist look while maintaining the identity of our customizable systems (Image 2).

It is due to the dedication and many months of hard work from the entire Hettich team, coming from Germany, Montreal and Ontario, that made the turnout of the WMS 2019 experience such a success. The design of the space and the powerful momentum that came from the collaboration of the Hettich group was a wonderful reflection of the exciting future that lays ahead for the organization.

The AvanTech YOU Drawer System

As an exhibitor, Hettich presented the much anticipated AvanTech YOU drawer system (Image 3), which was well received by all who visited the booth. The new drawer system is to launch in mid-2020. The drawer system will allow its user to customize the drawer based on colour, shape and material for use in a wide variety of end-product uses. The drawer system can be used on two different runners with the same cabinet drilling pattern. While the side of the drawer has a sleek 13mm profile without any visible screw heads or cover caps, it can also be configured in three colors and five heights with steel, aluminum or wooden rear panels.

The WingLine folding door system was also on display and gained much traction all throughout the event. The [folding door system](#) solutions from Hettich provide a wide range of interesting design options. The fittings

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easily and reliably move door elements in practically any size, material and weight, while hugging the body of the cabinet. The WingLine L [folding sliding door system](#) (Image 4) gained prominent attention for its ability to be used in various applications including in the wardrobe, in alcoves or in the top mounted kitchen unit. The "Push / Pull to Move" opening mechanism creates panorama effects, design flexibility and a high level of user convenience.

The Winner of the Germany Contest

Visitors of the Hettich Canada booth were also encouraged to enter for a chance to win a one-week trip to Germany. Participants were welcomed to meet with the Hettich team to talk about the much anticipated AvanTech YOU drawer system, drop their business cards or contact information in the ballot box and take a photo in front of the photo wall of a backdrop in Germany (Image 5).

The polaroid photo wall excited participants, allowing them to interact with the Hettich team in a light and playful environment.

The official winner was announced on Thursday, November 7 and the winner is Mr. Gino Nardella, Vice President at Irpinia Kitchens (Image 6). Gino and his guest will be given a tour of the Hettich Forum in Germany and have a chance to see the live production of the AvanTech YOU drawer system. He will be touring Kirchlengerm, home to the Hettich Germany head office and tour the surrounding cities.

"My experience with the Hettich team at WMS 2019 was very inspiring, and my team was really impressed with the innovative quality of the growing Hettich product line. I'm thrilled to be the winner of the one-week trip to Germany, and cannot wait to visit the Hettich Forum and see the production of the AvanTech YOU drawer system, live! Thanks, Hettich!"

– *Mr. Gino Nardella*, Vice President at Irpinia Kitchens | Official winner of the Germany Trip Contest at Hettich Canada.

Hettich Canada wants to thank all those who came by the Hettich Canada booth and looks forward to an even more successful experience at WMS 2021.

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 Kirchlengern, Germany. This is where ideas are born for furniture fittings that shape today and tomorrow. In Canada, Hettich has four of-

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ices and warehouses to better serve its Canadian customers. Hettich Canada is headquartered in Montréal, with offices in Toronto, Winnipeg and Richmond.

For more information, visit www.hettich.com.

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Photos



Image 1 The Hettich booth at WMS 2019.



Image 2 The Hettich booth at WMS 2019.

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Image 3 The AvanTech YOU drawer system, available in 2020.



Image 4 The Hettich WingLine L folding sliding door system.

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Image 5 The Hettich Canada photo wall activity, part of the Hettich Germany Trip Contest.



Image 6 The winner of a one-week trip to Germany from Hettich Canada, Gino Nardella, Vice President of Sales at Irpinia Kitchens and Peter Lansitie, Key Account Manager at Hettich Canada.

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