

SICAM, Pordenone, October 10 – 13 2017

Kesseböhmer opens up the kitchen as living space

Appealing to new target groups with the “tRack” shelf system

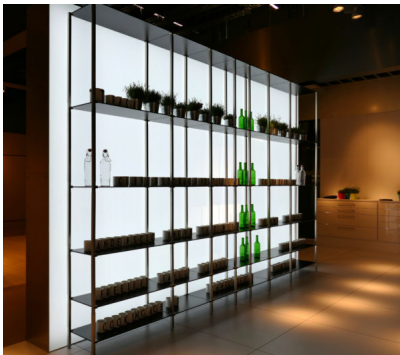
The trend to open-plan kitchen-living rooms has inspired Kesseböhmer to launch into promising new territory with a novel open storage solution. Taking “Be a voice, not an echo” as its motto, the company will be launching a strikingly attractive and utterly distinctive, modular shelving system at the Sicam in Pordenone, Italy. Dubbed the “tRack”, the new, versatile system offers exciting and original options for interior design in the kitchen and beyond.

“tRack” celebrates individuality – and not only in the kitchen. This is a multitasking shelf; it’s perfect as a striking room divider, as a bookshelf, as ceiling-mounted storage, in a walk-in wardrobe or in the bathroom. In fact, it’s the answer anywhere where people want storage and striking design to go hand in hand.

The design brief for the “tRack” was based on sophisticated design, high-quality materials, manufacturing excellence and an expert grasp of harmoniously integrated lifestyle concepts. With choices all along the line – of surface finishes, shelf materials and the colour of the metal profiles and connectors – the tRack is a contemporary response to today’s yearning for individuality and a creative blend of design flair and practicality in personal living spaces. The system is offered in a range of sizings and colour lines and it can be expanded almost endlessly.

tRack is a boon to interior designers; it bridges transitions between different living spaces with assured style, linking spaces and giving them a whole new look. Kesseböhmer views the system as an opportunity to open up additional new markets and intends to exploit this potential to the full.

This is why the company hopes to start conversations with prospective partners during this year’s Sicam to develop a joint strategy for promoting the new system to high-potential target groups such as architects, interior designers and planners.



Caption 1: The trend to open-plan kitchen-living rooms has inspired Kesseböhmer to launch into promising new territory with a novel open storage solution. At the Sicam, the company will be showcasing a strikingly attractive and utterly distinctive, modular shelving system. Called the “tRack”, the new, versatile system offers exciting and original options for interior design in the kitchen and beyond. Photo: Kesseböhmer



Caption 2: With choices all along the line – of surface finishes, shelf materials and especially the colour of the metal profiles and connectors – the tRack is a contemporary response to today's yearning for individuality and a creative blend of design flair and practicality in personal living spaces. Photo: Kesseböhmer