

Interzum, Cologne, 16th to 19th May 2017

## **Wood + metal – the Kesseböhmer Leitmotif for the Interzum 2017**

Timeless material mix – the warmth of wood and the functionality of metal

**Wood is still the material of choice for creating kitchens with an ambience of warmth and well-being. More and more users are choosing open plan kitchens merging directly with the adjoining living areas and echoing their style and comfort. At the same time, users expect advanced functionality and the utmost convenience. At the Interzum from May 16 to 19, 2017 in Cologne, Germany, Kesseböhmer is demonstrating how both these consumer expectations can be met by using the timeless pairing of wood and metal reshaped in contemporary designs. The innovations being showcased at the Interzum reinforce Kesseböhmer's reputation for giving consumers as much scope as possible to influence how their kitchens look and work both inside the storage units and outside. At the same time, the company's products give kitchen manufacturers opportunities to customize and differentiate their product ranges, also in terms of a strong and consistent brand image.**

Authentic natural materials, especially wood, teamed with metal storage fittings in contemporary puristic styles are two dominant features in today's kitchen designs. Kesseböhmer's newly launched tray design, the „Arena pure“, is designed on these minimalistic lines and harmonizes perfectly with contemporary drawerbox designs. Its flat metal sides are seamlessly bonded with the wooden bottom panel. „Arena pure“ trays are available for all „Dispensa“ and „Tandem“ pull-outs as well as for „LeMans“ corner units.

The new „Arena select“ tray is another attractive mix of wood and metal. Here the low railing is also seamlessly bonded with the bottom panel. An open frame made of solid wood by the wood specialists Rockenhausen is fitted snugly into the low railing to form the tray sides. Kesseböhmer is also showing trays and back panels for the „iMove edition“ wall unit fitting in the trend material wood.

The modular organizer system, „FineLine (MosaiQ)“, developed by Kesseböhmer in collaboration with its wood-specialist subsidiary Rockenhausen, is another striking example of the warmth and appeal of natural wood. The attractive system is one focus of the Kesseböhmer stand at the Interzum.

Added to the enduring popularity of authentic natural materials is the broad spectrum of technical and functional innovation showcased on the Kesseböhmer Interzum stand in 2017. The company has made substantial technical and design improvements to the „Tandem solo“ storage pull-out. For example, a new modular door shelf offers a wider choice of storage space and more flexibility in kitchen planning. When it comes to push-to-open functionality, the new mechanical „pto“ functionality for the „Dispensa junior III“ and „No. 15 3D-X“ base unit fittings and for all the „FreeLift“ family substantially expand the application potential of Kesseböhmer products, especially for handleless kitchen designs.