nobilia in-house exhibition 2025.
Design meets concepts.

The time is right for new ideas and concepts

Verl. According to the motto "Design meets Concepts", nobilia is combining new coordinated product and interior design with unique design, marketing and and service concepts for retailers at this year's in-house exhibition. The new features of the nobilia 2026 collection focus particularly on natural colours and textures, coordinated designs, sophisticated solutions and fascinating motion. Inspiration by nature and the consumers' desire for balance is reflected in the look of our entrance area and hallway, giving a little taste of central themes of this year's collection even as you walk into the exhibition, thus building up the excitement for the exhibition tour with a total of 136 designs.

The design of nobilia's new features for 2026 is consistently based on the central trends, living environments and wishes of consumers. The designs at the in-house exhibition embody a perfect balance of individuality and inspiration, creative freedom and clear orientation, functionality and clarity.

Visitors will also experience clear structures and practical support in the new marketing and placement concepts. From the design concept "Sakura" as well as "Less is more" and "nobi smart" to an integrated concept kitchen studio, nobilia provides its partners with numerous ideas to support them with their marketing and exhibition design.

A total of 136 designs showcase the breadth of options available in the new collection: 50 kitchens, 40 bathroom and living concepts and, for the first time, a bedroom concept with 6 designs. The InnovationLab is a particular highlight, which provides insights into pioneering and smart technologies. In its service area, nobilia also shows retail partners how end-to-end services and digital solutions can noticeably enhance the efficiency of their business processes.
Once again, nobilia presents itself as a strong partner and coordinated system supplier, and offers more than just product expertise – with extensive concepts for successful joint marketing.

New features, Cottage & Loft – highlights of the kitchen presentation

The kitchen is traditionally the starting point, while also being the main focus of the nobilia in-house exhibition. Over an area of around 860 square metres, the 2026 collection is divided into the theme areas of New features, Cottage and Loft and impressively staged.

The tour begins with the latest new fronts: The popular Softline, Senso and Novalux lacquered fronts are complemented by a range of warm, earthy colours – Sand, Macchiato, Taupe grey and Coffee. This will be followed by presentation of the new Sakura design line, which seizes

on the trendy Japandi style. The elegant framed design in Como oak combines minimalist lines with refreshing modernity and brings the tranquillity of Far Eastern aesthetics into the kitchen. A special highlight within the new features area is the 240 square metre Cottage presentation, which showcases how this segment has been comprehensively updated. With six new framed fronts and numerous design elements, the cottage-style range is more modern and versatile than ever before. The focus is on the new, five-part framed front Frame, which provides a stylish entry into price group 4 in the colours White, Macchiato, Stone blue and Olive. The program is complemented by extensions to the successful Sylt and Nordic models. All six fronts have an anti-fingerprint coating, making daily cleaning particularly easy.

The Cottage presentation impressively demonstrates the versatility of modern cottage-style kitchens: from the clean Scandinavian look and contemporary interpretations with industrial touches, to the American style with a range cooker and side-by-side fridge.

The 180-square-metre loft, which has been fully furnished with the nobilia range, concludes this. Here, the kitchen, dining room, cloakroom, dressing room, bedroom, bathroom and living room are seamlessly connected. The kitchen remains the centrepiece, providing an element of surprise with a wet kitchen hidden behind an access door. The loft makes it clear that the kitchen is always the centre of the home at nobilia – and also remains the starting point for consistent evolution of other living areas.

Themed kitchens & concepts

Following the launch of generously proportioned, high-quality new kitchen features, the focus is now shifting to themed kitchens and concepts. Here, nobilia presents practical and consumer-orientated approaches for planning, placement and marketing for retail partners.

Less is More – design meets price awareness

Good designs do not need to be expensive. The Less is More concept proves that cost-conscious customers can also enjoy modern kitchens with high design standards. Attractive pricing and a stylish look are not mutually exclusive. The kitchens presented here showcase impressively how stylish and high-quality price-conscious kitchen design can be.
With its Less is More approach, nobilia is aimed specifically at a target group that values design and quality, but is consciously mindful of budgets. The concept will be presented in an area covering around 300 square metres – with practical planning and design tips, inspiring examples and specific Less is More planning examples. This not only provides retailers with ideas for their exhibition, but also a compelling placement and marketing concept.

nobi smart: Tried-and-tested quality in a new entry-level price segment

With nobi smart, nobilia is responding specifically to the growing demand for attractively priced kitchen solutions without compromising on quality and design. This new range has been available to retail partners since the beginning of the year – for the first time in the newly defined price group 0.

The particularly attractive pricing is possible thanks to a reduced, easy-to-plan range of models, affordable electric appliances from nobilia's own brand Laurus and nobilia's own coordinated range of fronts.

In this new collection, four new fronts in consumer-friendly colours are being added to the nobi smart: White, Sand, Reed green and San Remo oak. In this way, nobilia offers its partners an additional, versatile range with the usual planning security and quality. At the in-house exhibition, the range will be presented for the first time in an area of 45 square metres.

Themed kitchens

In the area of themed kitchens, 11 designs on an area of 280 square metres demonstrate how well-equipped kitchens with maximum storage, a wide range of cabinets and well thought-out equipment can be realised in average room sizes. These concepts illustrate that impressive kitchen solutions with a high level of living comfort can be implemented even in small spaces.

Concept store & unique service concepts

With the concept store, nobilia is presenting an example kitchen studio in the exhibition that represents the entire nobilia range in a coordinated manner. High-quality, large kitchens with numerous technical details will be on show, complemented by more compact designs and commercial kitchens as well as the complete integration of all living areas that can be realised from the nobilia modular system.

The studio covers an area of comprises 425 square metres and comprises 9 kitchens, 1 utility room, 2 living room designs, 2 dining rooms, 2 bathrooms and 1 cloakroom – supplemented by a sample area and a consultant's desk. The concept store is a perfect example of how product range and services merge into a coordinated marketing concept.

Digital Business Solutions – services for greater efficiency

To ensure the success of its retail partners, nobilia makes targeted investments in digital solutions that support retailers with the current challenges facing the industry. A shortage of skilled workers and insufficient digitalisation are putting increasing pressure on the value chain. With its tailor-made Digital Business Solutions, nobilia offers practical answers – from customer consultation to planning and installation.

These innovative services will be presented at the in-house exhibition in an area of over 300 square metres. The aim is to significantly relieve the burden on specialist retailers as a system supplier and service partner in the B2B2C sector and at the same time to tap into new sales potential. (For further information, see separate press release.)

Appliance innovations & highlights 2026

nobilia is also focussing on its extensive range of appliances: The appliance highlights from the 2026 collection will be presented in a special 150 square metre area. This includes the premiere of the new BORA GPNext downdraft extractor fan, which is exclusive to nobilia. Over the past five years, the predecessor GP4U has developed into one of the best-selling individual appliances in the nobilia appliance range. Its successor **GPNext** gives the success model an extensive technical update.
For the first time, the best-known European household appliance brand Electrolux is becoming part of the nobilia collection. This is nobilia's response to the export markets of France and Benelux in particular, where the Electrolux brand is in high demand.
Whether hot plates, downdraft extractor fans or ovens – matt black designs make a strong statement. nobilia is consistently embracing this trend with appliances from AEG, Electrolux, Elica, Laurus and its own Xtra Hob development.

nobilia InnovationLab
Technology and design for kitchens of the future

How can genuine, tangible added value be created for everyday life in the kitchen? This question is at the centre of nobilia's product development and innovation management. In the newly created InnovationLab, the company – together with its partners Continental and WMF – presents visionary technologies that raise convenience, safety and connectivity in everyday kitchen use to a whole new level.

The InnovationLab shows that nobilia is not only a driver of innovation within the kitchen industry, but also specifically adapts ideas from other industries in order to realise completely new solutions. One example is the close cooperation with Continental, one of the world's leading automotive suppliers. Together, they are already in the process of creating prototypes that may have a lasting impact on kitchen designs of the future.

According to the motto "Evolution of Senses – feel. connect. inspire.", nobilia emphasises the fact that innovation is not a product of chance, but a key component of the corporate strategy. Continuous development work and targeted investments secure nobilia's role as a leading innovation driver in the industry. (For further information, see separate press release.)

More than kitchen
nobilia makes you feel at home.

After viewing the kitchen and service concepts, the tour takes visitors to the approximately 600-square-metre More than kitchen area. Here, nobilia showcases how the company is consistently developing its coordinated furnishing concept – from utility rooms to the bathroom and living area through to the new bedroom sphere.

Entry into the bedroom segment

With the new Dream wardrobe system, nobilia is entering the bedroom segment for the first time. Customisable wardrobe solutions at attractive prices, complemented by matching chests of drawers, bedside consoles and accessories, create a fully coordinated look, all from a single source. This makes the bedroom part of a harmonious overall concept – with maximum feel-good character. nobilia is thus positioning itself even more strongly as a system supplier for a fully furnished home.

Bathroom inspiration

nobilia also makes a strong segment in the bathroom area: with 37 bathroom designs in around 220 square metres of exhibition space, the company is presenting an impressive variety of concepts – from exclusive wellness bathrooms and spacious family bathrooms to compact solutions for guest bathrooms and small rooms. The 14 new product lines in the 2026 collection combine comfort, style and quality. Special highlights such as the extra-slim Tamu hand basin open up new possibilities, especially for smaller layouts.

nobilia living room designs

In the Living area, the focus is on expanding the successful Avala product line. The Native Oak real wood veneer impresses with its fine grain and lively texture and makes every piece of furniture unique – whether a sideboard, glass cabinet, tall or midi unit.
The new glass cabinet concepts Air and Ambia as well as a modern media tablet set an elegant statement in glass. In the dining room, a new dining table with a butterfly extension mechanism and the TURN II and MOVE chair models take centre stage. In total, nobilia is presenting 29 living room designs in an area of around 300 square metres.

In addition, the Pino and Raumplus brands will once again be represented at nobilia this year and will be presenting their new products in Verl.

Assembly academy & concept showroom

In an industry that is always in motion, qualified personnel in sales, planning and assembly are the key to success. With the nobilia academy, the company offers a comprehensive seminar and training program that is practical, up-to-date and versatile. An experienced team of trainers imparts in-depth specialist knowledge about kitchens, bathrooms and living rooms – for personnel working in sales, planning and assembly, from beginners to experts. Last year, over 3,000 participants successfully took part in the courses on offer.
A special highlight within the training concept is the nobilia assembly academy, which has developed into an innovative learning centre for kitchen and furniture assembly. The wide range of courses on offer extends from IHK-certified courses and refresher courses for DEKRA-certified electrical and plumbing specialists to expert workshops – all of which are practice-oriented and tailored to the needs of the industry.

The assembly hall and the nobilia concept showroom were also comprehensively updated during the course of the collection change. With new concepts, practical training sessions and inspiring presentations relating to the 2026 collection, the training program offers specialist retail partners valuable inspiration for their day-to-day work.

With the 2026 collection and according to the motto "Design meets Concepts", nobilia impressively demonstrates how design, product expertise, marketing concepts and digital services combine to form a coordinated offering. For retail partners worldwide, more than ever nobilia is becoming a strategic system supplier for a home that extends beyond the kitchen.

nobilia. Design meets concepts.

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