

nobilia at the LivingKitchen 2017

nobilia showcases the highlights of its collection on an imposing stage

Verl/Köln. nobilia has created a sparkling exhibition with its new stand at the LivingKitchen 2017. A glittering cube transforms the generous stage into a sea of reflected light. The stand forms a glamorous stage for the presentation of the highlights from the current collection. Covering an area of 800 square metres, nobilia's central stand in Hall 5.2 is one of the largest exhibitions.

The 800 square metre presentation area in Hall 5.2 at stand A40/B49 is surrounded by a shimmering red wall to symbolise the company. Inside this wall, the stand features 14 new kitchens. Three designs demonstrate the versatility of Touch, the lacquered laminate front, with its unusual soft matt surface feel. In addition to Aqua and Savannah, Touch in black with Ferro bronze coloured accents is a particularly trendsetting design. The realistic concrete effect doors from nobilia give the kitchen an edgy loft character and an air of industrial chic. They are also featured in three designs: in new white concrete reproduction in classic grey concrete reproduction and in slate grey. Kitchens with the framed fronts Finesse, Sylt and Credo demonstrate cottage style in three different looks, from ultramodern to classic. Perfectly tailored to the median segment of the market, the kitchens are presented with the new matt lacquer fronts Fashion in alpine white and satin grey, and as handle-less Inline in alpine white. The new desire for cosiness is reflected in the designs with the authentic wood décors Structura in Sherwood oak reproduction and Riva in Sanremo oak reproduction. A focus design with ultra high gloss fronts in alpine white makes an intriguing contrast.

The new shelving system Smartcube, in anodised black and stainless steel, can be seen for the first time at the LivingKitchen 2017. The shelves in trendsetting style open up interesting new possibilities: They are a great addition for individual kitchen designs and can be used for wall designs or as base units, within a kitchen run or as an island variant. These new design elements can be used to make kitchen planning easier and more open. They can also be used to create colour accents as the shelves can be selected in 25 different colours.

A large meeting area is provided at the centre of the exhibition stand where visitors can linger, talk to each other in groups, experience the nobilia kitchen atmosphere and observe what is happening on the exhibition stand. nobilia is presenting itself again as the centre of the world of kitchens.

SNAPSHOT OF NOBILIA

For more than 70 years, nobilia kitchens have stood for up-to-date, custom designed, outstanding brand quality and value for money.

With an annual production of 630,000 kitchens, nobilia is Europe's largest kitchen manufacturer and the market leader in Germany. In the 2015 fiscal year the Verl based company generated sales of 1.018 billion Euros. The export quota was 42 percent. More than 8,000 trade customers worldwide trust the nobilia name.

The company produces its kitchens exclusively at its plants in Germany with nearly 2,795 employees. The two factories in East-Westphalian Verl count among the most modern and productive manufacturing sites for kitchen furniture in Europe. Over 2,870 kitchens are produced daily. Almost every third kitchen sold in Germany is a nobilia kitchen.

The company offers a broad range of products – from contemporary and puristic to classic and timeless and on to modern country style. A cleverly structured range of types enables individualized design solutions – tailor-made to perfectly fit every kitchen floor plan. Twelve appliance brands round off the range to allow complete marketing.

The use of high quality materials, state-of-the-art technologies and the finest handcrafted workmanship are guarantees for the long-lasting quality of a nobilia kitchen. The award of the Goldenen M (Golden M German furniture quality seal) and the GS Mark for tested safety are independent proof of our high standards.

With a nobilia kitchen you can be sure in every respect – for the entire life of your kitchen.

nobilia – kitchen competency.

For more detailed information about nobilia, please visit www.nobilia.de

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