

LivingKitchen 2013 – nobilia presents product highlights and creates a space for encounters

Transparent exhibition stand design symbolises sincerity and openness to engage in dialogue

Verl/Cologne. nobilia presents itself to the international trade experts at the LivingKitchen exhibition 2013 in Cologne with a very open and inviting exhibition stand. The transparent stand design allows for varying glimpses and views from many perspectives as well as offers plenty of room for encounters and exchanges. An event kitchen that opens outwards enables interaction directly with the visitors. Executive Director Dr. Oliver Streit formulates the expectations, "At the LivingKitchen exhibition we would like to engage specifically and intensively in dialogue with our customers as well as enthuse new international prospects for our products and services".

nobilia has created the ideal platform for this with the spacious and attractive stand in a central location. Ten kitchens are presented there, introducing the highlights of the new collection along with the extensive range of exclusive electrical appliances. The stand concept makes a statement for openness and welcomes every visitor. The design is based on the company's colours of red and white. Panels covered with semi-transparent fabric make up the straight-lined and appealing outer shell. They are printed with a graphic pattern in grey and red and positioned irregularly so as to create varying patterns and perspectives. Thus, the facade draws the eye into the interior of the stand, is intriguing and has an almost magnetic appeal.

In the centre of the stand a spacious catering area invites visitors to linger. Different seating possibilities allow for various conversing and relaxing situations. Here, personally caring for the customer takes first priority. For this reason, nobilia is on site with its entire Field Services team and every customer at the LivingKitchen is personally cared for by their respective sales agent.

Moreover, the visitors can also get information about the range of exclusive appliance brands, which was positively received by the market. The private brands Junker, Progress and Leonard provide sales partners with a unique position on the market, with which they are above the comparability on the Internet and thus profit from clear competitive advantages. nobilia conveys its competence impressively in this segment with an unusual presentation of the electric appliance range on five metre high display walls.

Reiner Calmund recently signed on as brand ambassador for the new nobilia exclusive appliance brand: Progress Design Line from Elektrolux. The prominent popular figure and "specialist for delicious food" will personally man the stove at the nobilia stand on January 19, 2013. He is also happy to give autograms to visitors.

The exclusive appliance brand Junker proves its technological and design competence at the highest level with a new appliance line. A considerably broader product variety and many new features convincingly emphasize the high quality of the new Junker+line - an impressive advantage, which celebrates its premiere at the nobilia exhibition stand during the LivingKitchen exhibition.

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