

NEW PRODUCTS FOR THE 2023 IN-HOUSE EXHIBITION

SUPER MATTE WITH ANTI-FINGERPRINT TECHNOLOGY

Colours, decors, materials, cabinet types and handle and lighting solutions. Once again for the 2023 in-house exhibition, Rotpunkt Küchen is presenting new and modern products for custom kitchen planning. Some of them are already well-established on the market, but have been further optimised based on dialogue with retail partners.

Rotpunkt Küchen is also pursuing a sustainable approach to product development. This includes not only coherent additions to its product range, but also continuous improvement processes for products that are already successful. These optimisations are borne from ongoing discussions with retail partners. In these discussions, Rotpunkt asks specific questions, and listens to the answers: What do you need? What could be improved? "Wood Unlimited" is one current example. The manufacturer made its name as a wood specialist with this high-quality collection of veneers. The product range was updated once again for the 2024 collection. In the future, the natural wood surfaces will be super matte, with distinctive anti-fingerprint properties. "With this change, we are fulfilling the desire for more matte and more resilient surfaces, including in the high-quality wood segment", says Sven Herden, Managing Director of Marketing and Sales. Rotpunkt offers the new super matte surface at the same price as the previous version.

"Greenline" now even more sustainable

Rotpunkt Küchen is also maintaining pricing stability in its redeveloped "Greenline" concept. Now, the range offers additional cabinet fronts with UV direct coating on a particle board base. "Greenline" is a central component of Rotpunkt Küchen's comprehensive sustainability concept on the product level. The "BioBoard Gen2" particle board used in "Greenline" cabinets (front and body) is made of 90 percent recycled wood, and fulfils the "4Star" standard. It is awarded to products that are particularly low in emissions, making them healthy for the home.

In the past, UV direct coated fronts from Rotpunkt were made exclusively using MDF (medium density fibreboard) as the base panel. However, MDF is not available in Greenline quality. With the updated collection, "Greenline" particle board is able to offer the same product advantages of MDF in terms of its look and feel. The conversion from MDF to particle board has concrete advantages for product sustainability: Material usage is reduced, along with product weight. At Rotpunkt Küchen, products with easy-care UV direct coated surfaces have the product designation "Zerex-MA".

Overview of new products

- Eleven new colours across all materials with a focus on cosy natural tones (like "Olive Green") and understated shades of grey / taupe.
- Glass laminate front in new "Titanio" metallic shade
- "Fenix" colours expanded for cabinet fronts and worktops in the same decor (laminate)
- "Memory RI" with narrow slatted look (veneer) in "Walnut"
- "Zerex SY VER" with anti-fingerprint coating: budget-oriented plastic front variant of "Memory RI" slatted front with horizontal / vertical wood texture
- "Wall Solutions" niche system now with integrated LED light profile (in custom length) for indirect lighting
- Optimisation of milled-in "Venice" (vertical) and "Manila" (horizontal) LED lighting with further reduced installation dimensions
- New "XGFB" recessed grip with aluminium edge
- Upper and lower cabinets (selected types) in 75 cm width incl. premium cabinet hardware from Kesseböhmer in a closed "Arena Pure" design

Exclusive handles from Buster + Punch

Modern kitchen designs often use no cabinet handles at all. In the future, Rotpunkt Küchen will offer a particularly wide variety of options with eight handleless designs. At the same time, the manufacturer is meeting the opposite desire to set conscious accents with decorative fittings. These are now even more extraordinary, thanks to the company's new collaboration with handle manufacturer Buster & Punch. The British company from London is known for its designs, which are anything but mainstream, and for its creativity. To launch the cooperation, Rotpunkt Küchen added five handles in four colours (= 20 variants) to its collection. Technical integration and all necessary drill holes are completed at the factory. Other model designs are available to retail partners directly from the Buster + Punch website.

Key new products from the 2024 collection

1. NEW consistency, from surfaces to worktops to lighting
2. Buster + Punch meets Rotpunkt Küchen
3. New 75 cm cabinet width

SELECTED PHOTOS



New products 2023

"Italian Walnut" wood decor (NB) from the "Zerex KQ" plastic range, combined with extra matte anti-fingerprint laminate front "Zerex FX" in "Fenix Beige Arizona". Other special features of this plan: "Wall Solutions" niche system with lighting (new); "XGFB" recessed handle (new); both front designs with full seamless edge in the cabinet front colour for both front designs.



New products 2023

Both front designs were created based on the "Zerex KQ" plastic cabinet front range. The colours "Textured Grey Stone" and "Textured Carbon Stone" are combined. Additional special feature of this plan: Upper cabinets in 75 cm width (new); fronts with full seamless edge in the front colour.



New products 2023

Extra matte anti-fingerprint laminate front "Zerex HPL XT" in "Clay Dark" design, combined with "Smala CL" framed front (12 mm frame thickness, made of solid oak) in "Black" and "Zerex SY" plastic front in "Loft Brown Oak" decor (NB), with either horizontal or vertical wood texture. Other special features of this plan: Cabinet handles from "Buster + Punch" (new), horizontally milled in "Manila" LED lighting concept, fronts 1 and 3 with full seamless edge in the front colour.



Extra matte anti-fingerprint laminate front "Zerex FX" in the shade "Fenix Grigo Londra", combined with the plastic front "Zerex KQ VER" in "Italian Walnut" (NB). Other special features of this plan: Folding door cabinet; two "LeMans" corner cabinet swivel fittings; both front ranges with full seamless edge in the front colour.



"Zerox SY VER" cabinet front with anti-fingerprint coating in "Loft Black Oak" (NB) with either horizontal or vertical wood texture, combined with the "Memory RI" real wood range (veneer) in "Walnut" with vertical wood grain and narrow slatted look.



"Zerox KQ" plastic front in "Textured Carbon Stone", combined with the "Memory RI" real wood range (veneer) in "Walnut" with vertical wood grain and narrow slatted look. Special feature of this plan: full seamless edge (front 1) in the front colour.



"Memory RI" real wood veneer in "Terra Grey" with anti-fingerprint coating, combined with the "Class VM" super matte glass laminate front in "Titanium". Other special features of this plan: "Terra Grey" is one of the two new solid colours for "Memory RI"; the glass laminate fronts have faceted edges.



"Ergo FL Zero" solid real oak framed cabinet fronts in the colour "Beach Grey", with handles from Buster + Punch (new). Frame width: 80 mm.



"Zerox FM" plastic front in "Olive Green" (new). Special features of this plan: Convenient lower cabinet height of 91 cm ("New Dimensions"); fronts with full seamless edge in the front colour.



Matte UV direct coated surfaces: used with the "Zerox MA" plastic cabinet front range in "Midnight Blue". Other special features of this plan: rectangular recessed handles in "Aureo" gold shade, cabinet fronts with full seamless edge.



"Zerox SY VER" plastic front with either horizontal or vertical oak texture (NB), shown here in the colour "Timber Black", combined with matte UV direct coated surface "Zerox MA" (with anti-fingerprint technology) in "Tundra".



"Zerox SY VER" plastic front with either horizontal or vertical oak texture (NB), shown here in the colour "Timber Black", combined with the "Zerox FM" plastic cabinet front range in "Ripasso Dark oak" (new). Special feature of this plan: Cabinet fronts with full seamless edge.

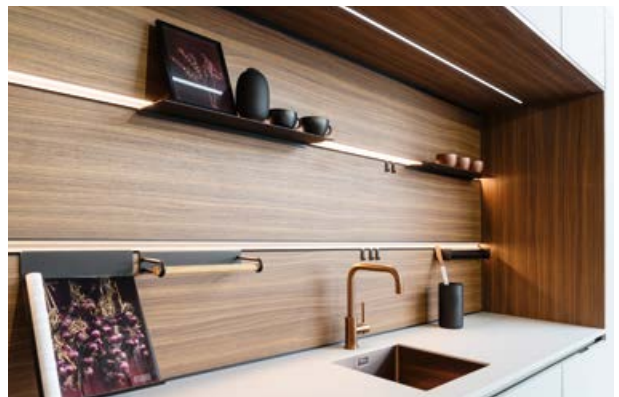
NEW PRODUCT DETAILS



When 60 cm is too narrow, and 90 cm is too wide:
With a new cabinet width of 75 cm, Rotpunkt Küchen is offering even more flexibility in kitchen planning, with premium cabinet hardware from Kesseböhmer in the closed "Arena Pure" design.



To launch the cooperation with British handle manufacturer Buster + Punch, five handles in four colours (= 20 variants) were added to the collection.



The "Wall Solutions" niche system now has an integrated LED light profile for indirect lighting. This can be planned in custom lengths. Rotpunkt has also improved consistency for the lighting used in its 2024 collection, reflected in its surfaces and worktops.

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