

Häcker
kitchen.germanMade.

Front Families & Price Groups

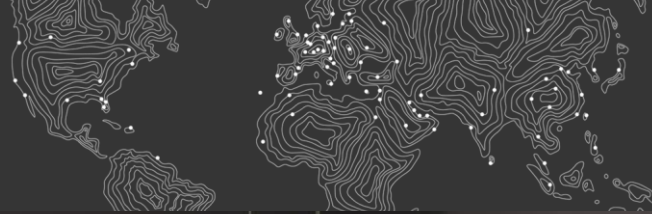


Training content

1. Front Families
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4. Open Discussion & Questions



Front Families



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Häcker systemat door names consist of the following components:

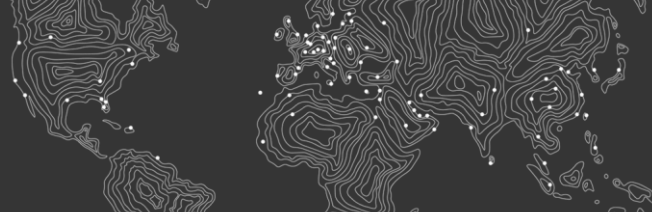
AV 1234 color

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graph TD; A["AV 1234 color"] --- B["Always starts with AV"]; A --- C["Followed by a 4-digit number (the front family number)"]; A --- D["Name of the color"]
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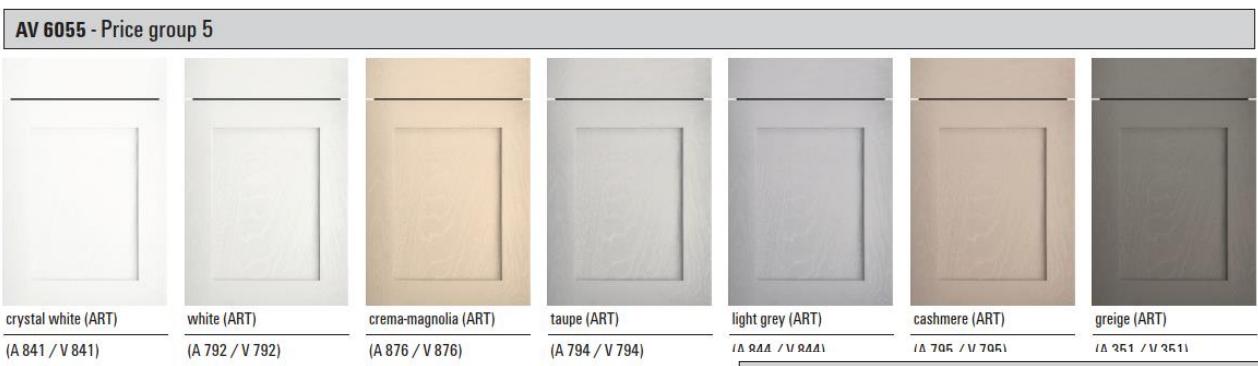
Always starts with **AV**

Followed by a **4-digit number**
(the front family number)

Name of the **color**



- A front family name is e.g. “AV6055“
- Identifies the material, finish and style, e.g. lacquered real wood shaker
- Up to 15 standard colors for only one door style
- Not all colors available for every front family
- Every front style has different code for every color (A – Systemat V – SystematART)
- Example: AV6055 black or A/V845

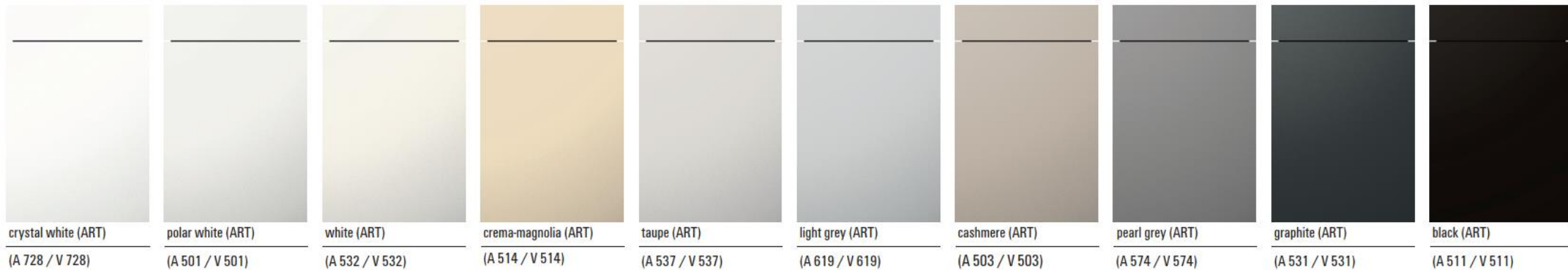




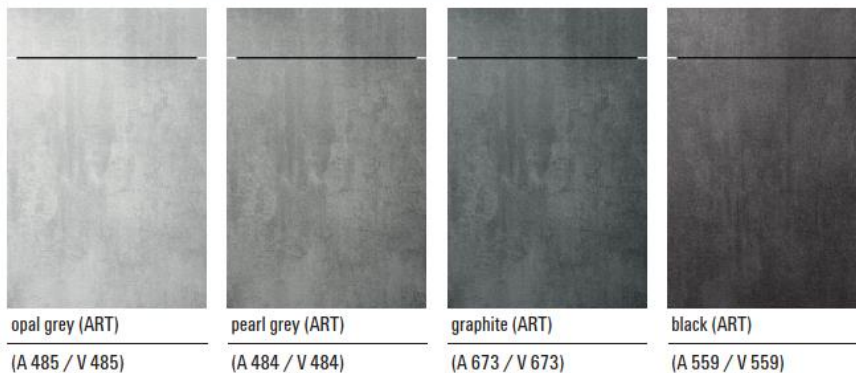


- Melamine (finish KU laminate)
 - ✓ Melamine coating pressed on particle board
 - ✓ Uni colors, putty concrete or wood look
 - ✓ Door styles: AV1080, AV1070, AV1092, AV1095, AV1096, AV1097, AV1099

AV 1080 - Price group 0

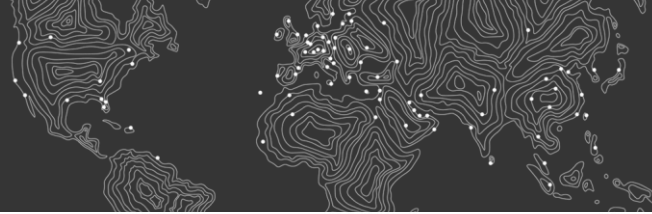


AV 1070 - Price group 1










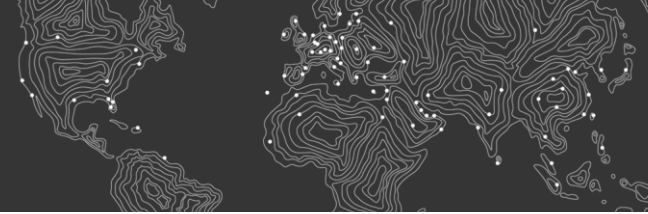
AV 1092 - Price group 1



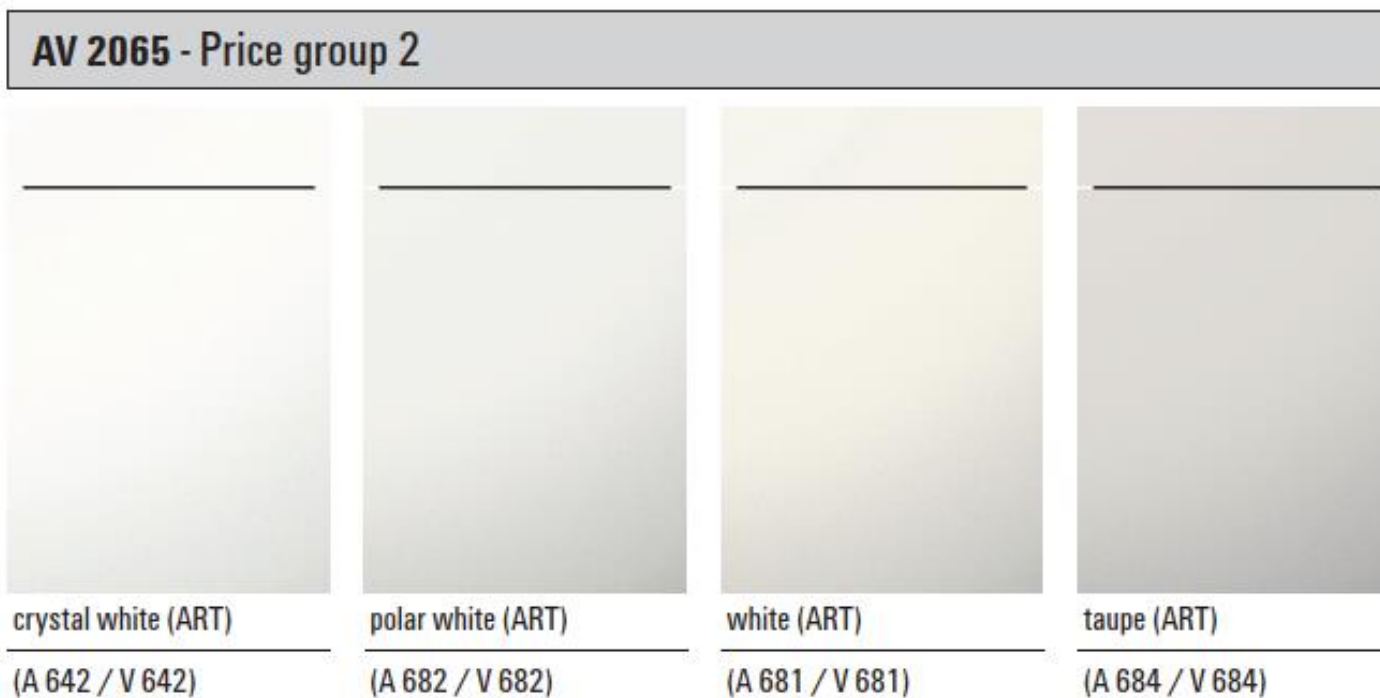


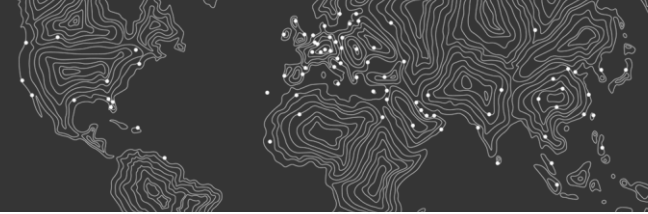
- Melamine (finish KU laminate)
 - ✓ Melamine coating pressed on particle board
 - ✓ Uni colors, putty concrete or wood look
 - ✓ Door styles: AV1080, AV1070, AV1092, AV1095, AV1096, AV1097, AV1099

AV 1095 - Price group 1			AV 1096 - PG 1	AV 1097 - Price group 1		AV 1099 - PG 1
						
light summer oak (ART)	summer oak (ART)	summer oak silver-grey (ART)	natural vintage oak (ART)	natural vintage oak (ART)	cognac vintage oak (ART)	walnut (ART)
(A 706 / V 706)	(A 589 / V 589)	(A 750 / V 750)	(A 650 / V 650)	(A 578 / V 578)	(A 580 / V 580)	(A 758 / V 758)



- HPL (AV2065, finish SC)
 - ✓ Particle board covered with several layers of decorative papers and impregnated / waterproofed with a melamine resin
 - ✓ Very resistant





- Lacquer laminate (AV3030, finish KU laminate)
 - ✓ MDF base board covered in matt lacquer laminate

AV 3030 - Price group 2



crystal white

(A 840)



crema-magnolia

(A 847)



taupe

(A 848)



cashmere

(A 849)



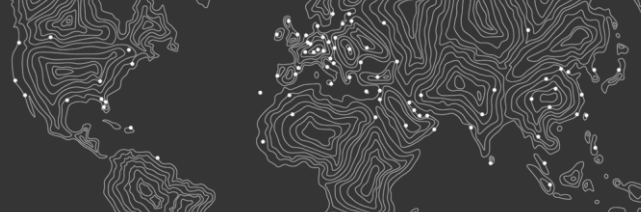
pearl grey

(A 852)





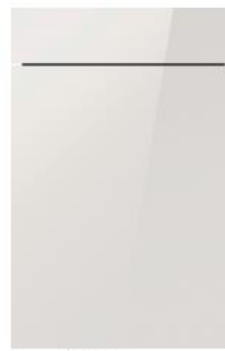



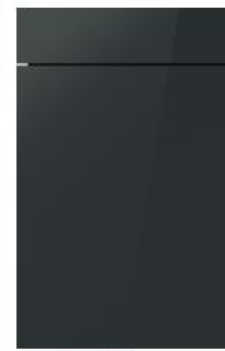


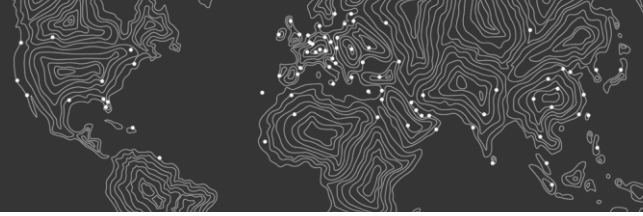
graphite

(A 854)








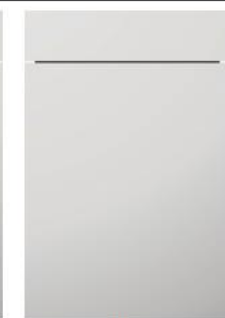




- High gloss lacquer (AV2130, finish LD - PerfectSense)
 - ✓ MDF board coated in melamine resin on both sides, then front is finished with a UV-hardening water-based lacquer, all four sides then finished with shiny laminate edge
 - ✓ Anti – finger print

AV 2130 - Price group 2								
								
crystal white (ART) (A 688 / V 688)	polar white (ART) (A 661 / V 661)	white (ART) (A 693 / V 693)	crema-magnolia (ART) (A 764 / V 764)	taupe (ART) (A 696 / V 696)	light grey (ART) (A 687 / V 687)	cashmere (ART) (A 690 / V 690)	pearl grey (ART) (A 697 / V 697)	graphite (ART) (A 698 / V 698)



- Matt lacquer (finish LMD - PerfectSense)
 - ✓ MDF board coated in melamine paper on both sides, then front is finished with a UV-hardening water-based lacquer, all four sides then finished with matt laminate edge
 - ✓ Anti - finger print
 - ✓ Front styles: AV2135, AV2040, AV2041, AV2042 & AV2045

AV 2135 - Price group 2

									
crystal white (ART) (A 588 / V 588)	polar white (ART) (A 569 / V 569)	white (ART) (A 609 / V 609)	crema-magnolia (ART) (A 765 / V 765)	taupe (ART) (A 615 / V 615)	light grey (ART) (A 612 / V 612)	cashmere (ART) (A 725 / V 725)	pearl grey (ART) (A 616 / V 616)	graphite (ART) (A 816 / V 816)	black (ART) (A 641 / V 641)



- Matt lacquer (finish LMD - PerfectSense)
 - ✓ Front styles: AV2135, AV2040, AV2041, AV2042 & AV2045

AV 2040 - Price group 2



light fine oak (ART)
(A 780 / V 780)



natural fine oak (ART)
(A 782 / V 782)



black fine oak (ART)
(A 789 / V 789)

AV 2041 - Price group 2



natural walnut (ART)
(A 786 / V 786)

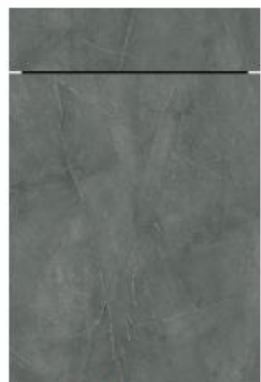


dark walnut (ART)
(A 788 / V 788)

AV 2045 - Price group 2



carrara white (ART)
(A 699 / V 699)



grey marble (ART)
(A 729 / V 729)



marble dark (ART)
(A 689 / V 689)

AV 2042 - Price group 2



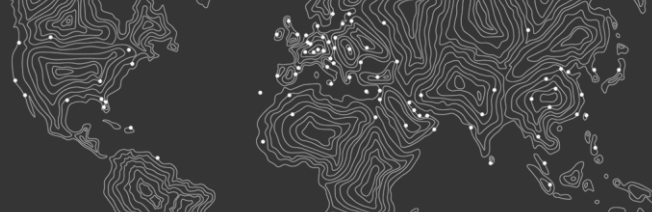
greige velvet oak (ART)
(A 740 / V 740)



graphite velvet oak (ART)
(A 741 / V 741)

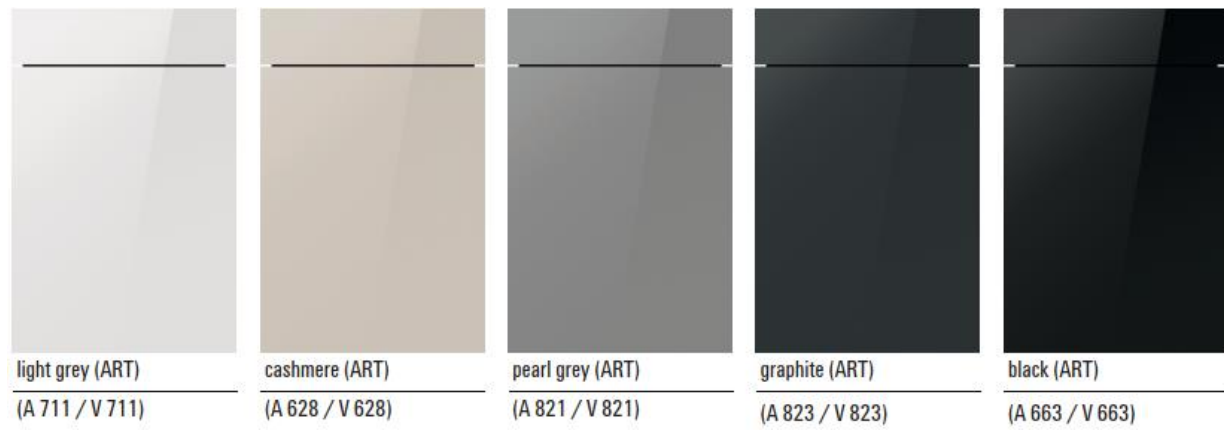
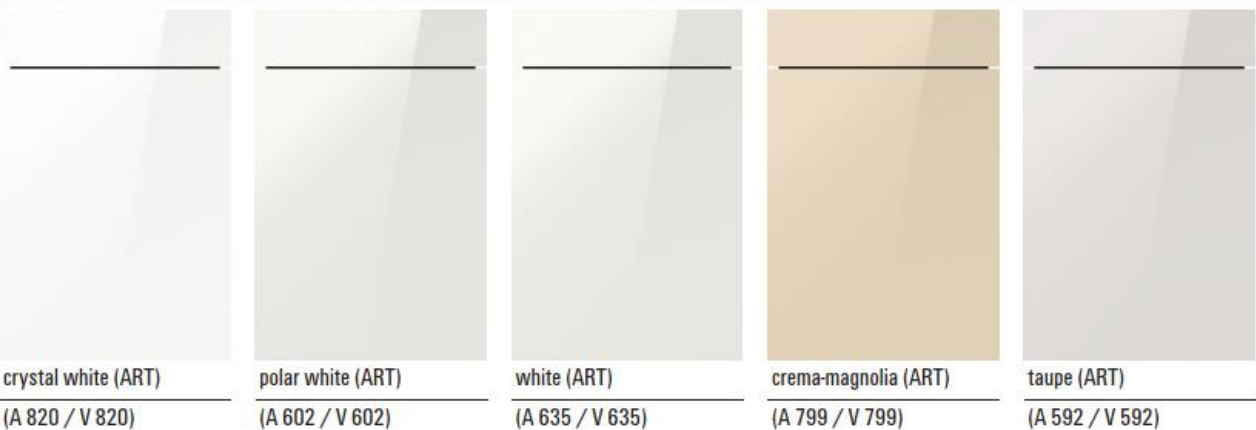


black velvet oak (ART)
(A 742 / V 742)



- High gloss lacquer (AV4030, finish LH)
 - ✓ MDF primed with primer paper, surface and edges are smoothed then lacquered with a polyester lacquer and finished with a coat of high gloss polyurethane lacquer

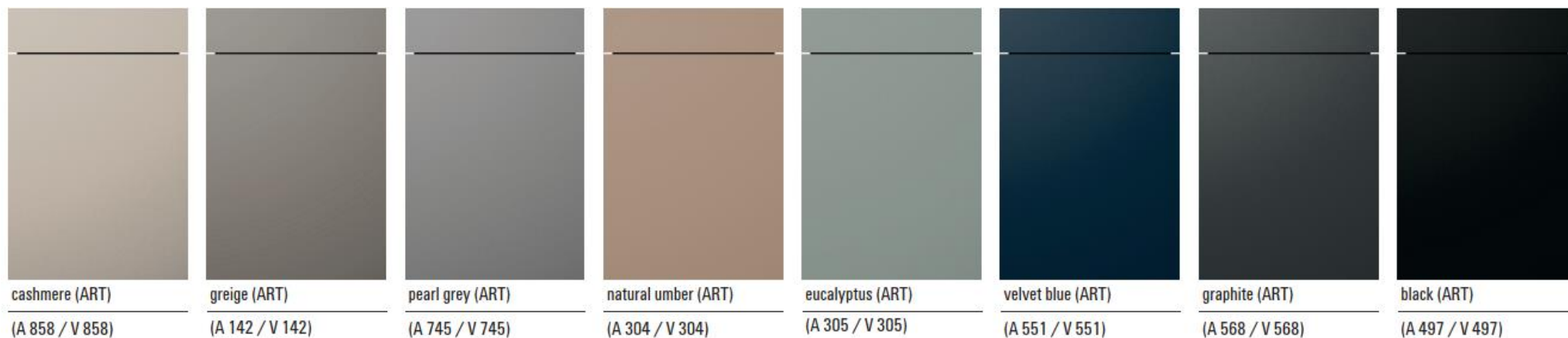
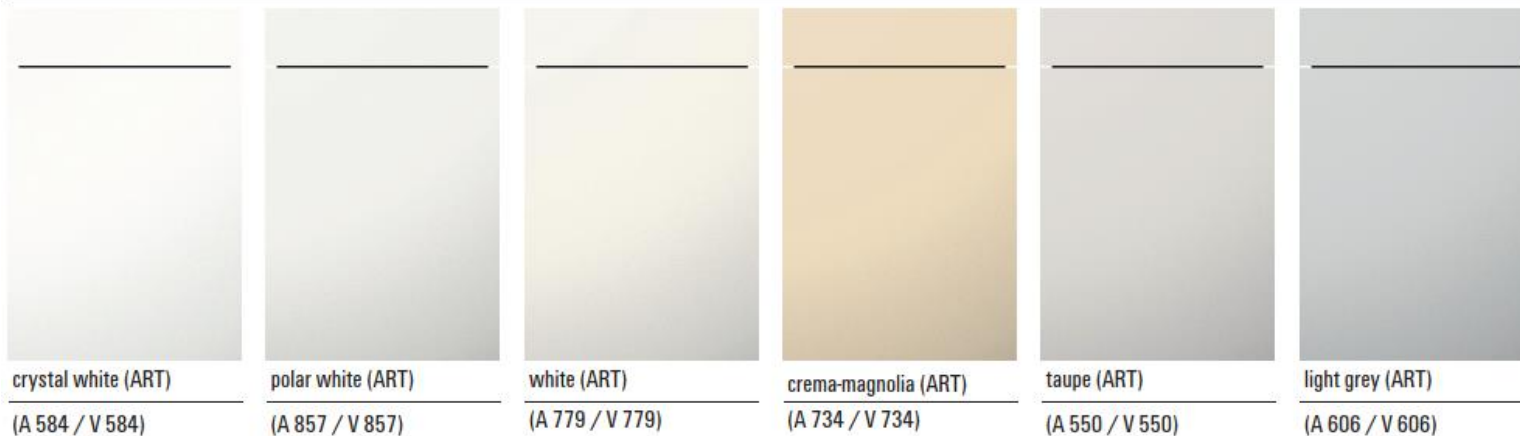
AV 4030 - Price group 3

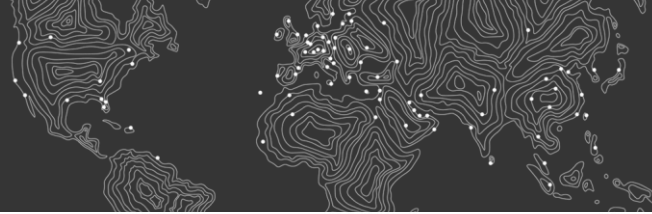




- Matt lacquer (AV6000, AV5035, AV5045, finish LM)
 - ✓ MDF primed with primer paper, surface and edges are smoothed then lacquered with a polyester lacquer and finished with a coat of matt polyurethane lacquer

AV 6000 - Price group 3

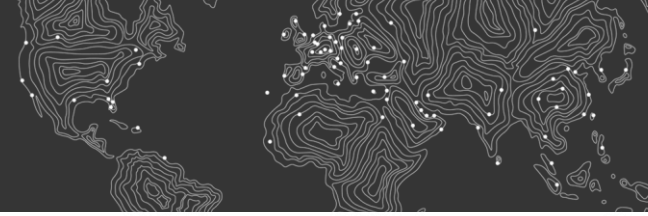




- Matt lacquer (AV6000, AV5035, AV5045, finish LM)
 - ✓ MDF primed with primer paper, surface and edges are smoothed then lacquered with a polyester lacquer and finished with a coat of matt polyurethane lacquer

AV 5035 - Price group 4



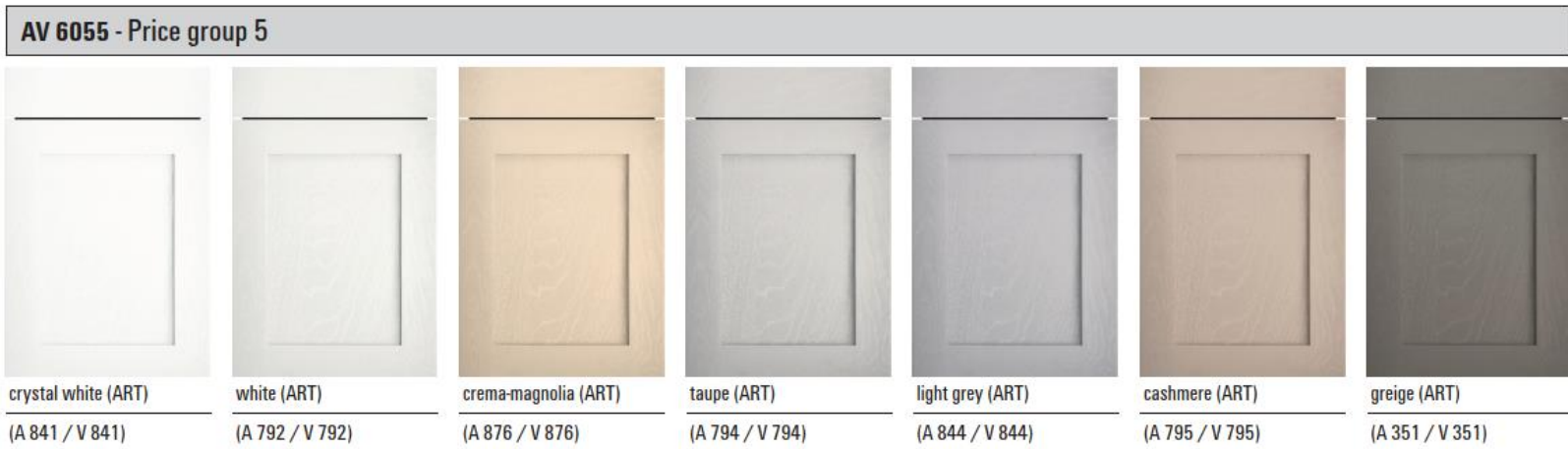


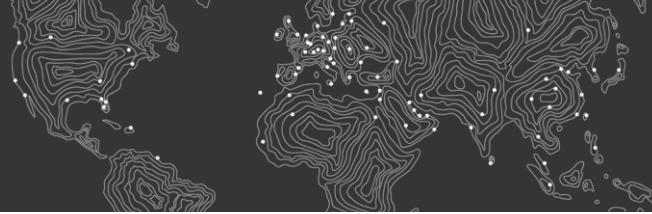
- Matt lacquer (AV6000, AV5035, AV5045, finish LM)
 - ✓ MDF primed with primer paper, surface and edges are smoothed then lacquered with a polyester lacquer and finished with a coat of matt polyurethane lacquer





- Wooden shaker (AV6055, finish LA lacquered ash)
 - ✓ Real ash wood frame, veneered center panel lacquered with water-based satin lacquer




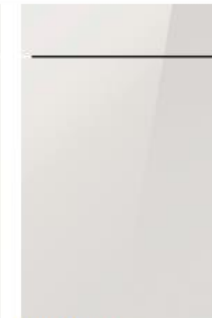











- Design glass

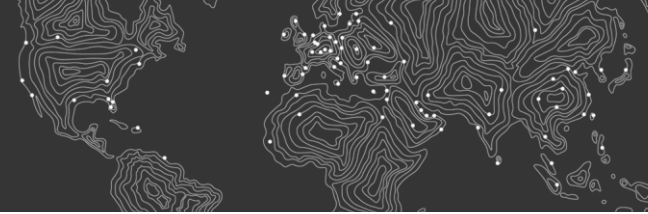
- ✓ ¼" thick safety glass applied to a 5/8" base
- ✓ Glass is colored on back side
- ✓ Front styles: AV5090 (shiny, LH) and AV5095 (matt, LM)

AV 5090 - Price group 7

					
crystal white (ART) (A 856 / V 856)	polar white (ART) (A 824 / V 824)	white (ART) (A 825 / V 825)	taupe (ART) (A 826 / V 826)	gold bronze metallic (ART) (A 827 / V 827)	black (ART) (A 692 / V 692)

AV 5095 - Price group 7

				
crystal white (ART) (A 884 / V 884)	polar white (ART) (A 817 / V 817)	white (ART) (A 819 / V 819)	taupe (ART) (A 822 / V 822)	black (ART) (A 715 / V 715)



- Veneer

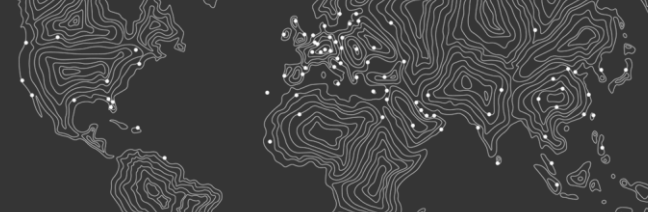
- ✓ Engineered wood base with a thin layer of real wood veneer, sealed with a polyurethane lacquer
- ✓ Front styles: AV6080 (FB), AV6082 (FB), AV6084 (FP), AV6023 (FB)

AV 6080 - Price group 8

								
natural wild oak (ART) (A 413 / V 413)	nougat wild oak (ART) (A 414 / V 414)	sherry vintage oak (ART) (A 418 / V 418)	mocha vintage oak (ART) (A 417 / V 417)	larch (ART) (A 415 / V 415)	walnut (ART) (A 416 / V 416)	elegant oak (ART) (A 482 / V 482)	black oak (ART) (A 478 / V 478)	elegant walnut (ART) (A 488 / V 488)

AV 6082 - Price group 8

								
natural wild oak (ART) (A 401 / V 401)	nougat wild oak (ART) (A 402 / V 402)	sherry vintage oak (ART) (A 406 / V 406)	mocha vintage oak (ART) (A 405 / V 405)	larch (ART) (A 403 / V 403)	walnut (ART) (A 404 / V 404)	elegant oak (ART) (A 489 / V 489)	black oak (ART) (A 492 / V 492)	elegant walnut (ART) (A 491 / V 491)



- Veneer

- ✓ Engineered wood base with a thin layer of real wood veneer, sealed with a polyurethane lacquer
- ✓ Front styles: AV6080 (FB), AV6082 (FB), AV6084 (FP), AV6023 (FB)

AV 6084 - Price group 9			AV 6023-GL - Price group 9 - only ART handleless		
					
reclaimed wood (ART)	smoked oak (ART)	volcano oak (ART)	elegant oak (ART)	black oak (ART)	elegant walnut (ART)
(A 412 / V 412)	(A 411 / V 411)	(A 410 / V 410)	(V 479)	(V 791)	(V 481)



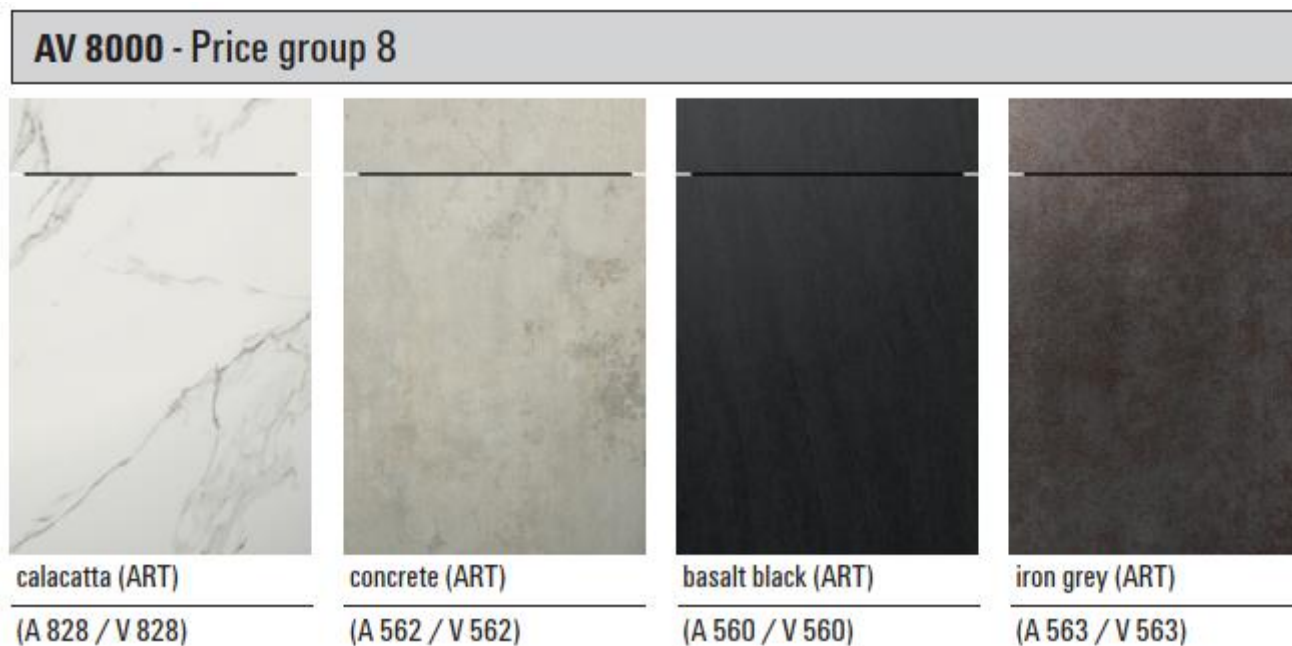
- Stone veneer (AV7030)
 - ✓ 1/16" thick veneer of real 250 Million year old Indian slate applied to MDF board, sealed with lacquer
 - ✓ Stone veneer is created by applying fiber glass paste to slate, paste is then peeled off and takes the top layer of slate with it

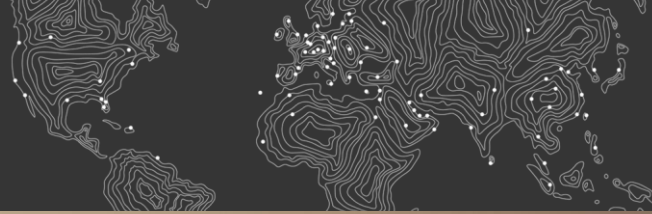


- Industrial lacquer (AV7070, FP)
 - ✓ MDF board is lacquered in black, then lacquered with metallic lacquer
 - ✓ This lacquer is then ‚sanded‘ by hand to create industrial look
 - every front is handmade and therefore unique
 - ✓ Front is then high gloss lacquered

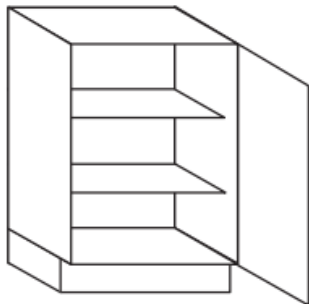


- Real ceramic (AV8000)
 - ✓ 1/8" ceramic veneer is applied to an MDF board
 - ✓ Very strong, food-safe, extremely resistant, acid-proof and easy to handle and clean





- Using price groups instead of linear foot prices to determine price ranges
- 10 different price groups (0 → 9)
- price group 0 → most affordable
- price group 9 → most exclusive
- Example U6078D
 - \$290 (book price) in PG 0
 - \$835 (book price) in PG 9



Price group 0	AV 1080
Price group 1	AV 1070
	AV 1097
	AV 1099
	AV 1095
	AV 1096
	AV 1092
Price group 2	AV 2042
	AV 2040
	AV 2041
	AV 2130
	AV 2135
	AV 2065
	AV 2045
	AV 3030
Price group 3	AV 6000
	AV 4030
Price group 4	
	AV 5045
	AV 5035
Price group 5	
	AV 6055
Price group 7	AV 5090
	AV 5095
Price group 8	AV 6080
	AV 6082
	AV 8000
Price group 9	AV 7030
	AV 7070
	AV 6084
	AV 6023-GL

Open discussion & questions



Thank you for your attention

