

Minimalist and authentic

The new LEICHT range Solid is pleasant to the touch and cuts a convincing figure with its minimalist design and high-grade finishing.



Timeless elegance, homely warmth and perfect craftsmanship characterise the new Solid range from LEICHT. Photo: LEICHT / P. Schumacher

Solid is the name of the new range presented by LEICHT for the first time at Eurocucina 2018. At first glance, Solid has a minimalist and timelessly elegant air. When you open the calm, handle-less fronts, a high-grade solid-wood edge becomes visible – an expression of solid craftsmanship which lends the range considerable emotionality.

The fronts consist of a laminate-covered wooden core with an anti-fingerprint finish in black or white; the surrounding edges are crafted from solid oak. In its visual reticence, Solid can be planned entirely to suit the living area and incorporated in various interior styles – the classically elegant colours of black or white as well as neutral-coloured and versatile oak make a Solid kitchen durable and homely, reflecting the values of the company LEICHT.



The new Solid front presents a perfectly harmonious figure in combination with a panel wall made of structured oak. LEICHT offers inspiring planning solutions for the entire interior. Photo: LEICHT / P. Schumacher



The calm, handle-less fronts of the Solid range are characterised by a surrounding solid-wood edge made of oak. The edge only manifests itself at second glance and exudes homely warmth. Photo: LEICHT / P. Schumacher



From this perspective, your eyes are drawn to the high-grade, surrounding solid-wood edge made of highly structured oak, an attractive contrast to the handle-less, matt white fronts. Perfect craftsmanship and pure understatement. Photo: LEICHT / P. Schumacher



The air of perfect craftsmanship is continued when you take a look inside the new Solid range. Like the solid-wood edge, the trays inside the drawers are made of high-grade oak. Photo: LEICHT / P. Schumacher



Accessories give a kitchen a homely and personal note: delicate shelves are integrated in the high-grade panel wall and positioned individually. Photo: LEICHT / P. Schumacher



The shelves – seen here in subdued white – are elegant and homely with their cleverly integrated LED strip light: a detail that leaves plenty of room for individual ideas. Photo: LEICHT / P. Schumacher

Elegance and harmony with expressive surfaces

The elegant structure of the dark mountain robinia meets the subdued elegance of „olive grey“.



„Metropolitan merge“ is the name of the new colour collage developed by LEICHT: it is an „olive grey“ in combination with darker wood tones that also have a hint of grey. Photo: LEICHT / P. Schumacher

The contrast of light/dark is a classic and popular surface combination in interior design. With the new colour olive grey and the wooden structure of a mountain robinia, LEICHT is now presenting this combination in a subdued, harmonious look that exudes top-class elegance. For the first time, LEICHT is presenting both surfaces together with a harmonious composition of tall unit front, island and delicate shelves.

The highly structured surface of the mountain robinia is authentic both to look at and touch, lending the furniture a natural quality. The mountain robinia is harmoniously combined with the new colour olive grey. Olive grey is a colour based on white. Together with a gentle green and a warm grey, it results in a shade that generates a pleasant homeliness and perfectly complements the darker wood tones, verging on grey, that are currently popular.

LEICHT calls this colour collage „Metropolitan merge“. Preliminary surveys indicate a leading position for this collage in the new collage trends LEICHT has developed for 2019.

The focus in terms of interior design in this room is a tall unit block, the wooden surfaces of which look like wall cladding. This effect is underlined by the delicate shelving. The island equipped with all the functional elements is at right angles to this tall unit block and is deliberately designed as a contrast in terms of colour and material. This planing concept makes the island look as if it is an individual piece of furniture.

The combining element is the horizontal running gripail profile which stretches along all the units at the height of the worktop. As an optional extra, lighting can be fitted to the profile and adjusted individually in terms of intensity and colour temperature.



At just six millimetres thick, the shelves are a delicate design element. Hardly noticeable, but strong enough to showcase decorative items. The shelves currently come in seven different colours and can thus be used in the same colour or deliberately planned as a contrast. An LED light strip integrated in the profile helps give the impression that the shelves are actually floating. The light can be dimmed and is variable in terms of colour temperature. Photo: LEICHT / P. Schumacher

Open and homely

Shelving systems bring lightness and homeliness into a kitchen. LEICHT is presenting its delicate and highly adaptable shelving system Fios.



Shelving systems are a top priority in LEICHT kitchen planning. The new, homely shelving system Fios is fixed to the wall and can be planned individually in terms of colour and material. Photo: LEICHT / P. Schumacher

There is hardly any other piece of furniture with which you can express as much personal style, non-chalance and openness as with a shelving system. Shelving makes it possible to plan kitchens in particular as individual, open rooms which are part of the living area, to create flowing transitions, to instil vitality and to make an effective contrast to closed surfaces and areas. This is why elements such as shelving, which can be designed individually, are so important in LEICHT kitchen planning.

Fios is the name of this new shelving system, fixed to the wall and made to measure. The structure consists of a power-coated steel bracket framework accommodating shelving which can vary in terms of material and colour. There is a wide range of designs, from synthetic surfaces through genuine wood veneers, matt or gloss finishes to concrete, and of colours, including selected tones from Les Couleurs® Le Corbusier which in kitchens are only available from LEICHT.

Material collages provide orientation

Woods, lacquers, stones, light or dark structures, matt or gloss surfaces – what is the right combination here?



With new material collages, LEICHT groups its colour, structure and surface designs to create atmospheric pictures and material compositions. Photo: LEICHT

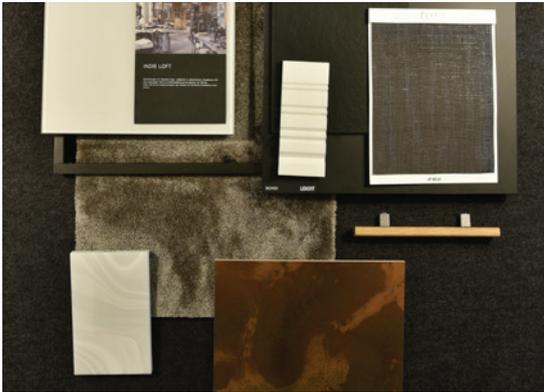
Le Corbusier provided orientation in terms of colour with his Architectural Polychromy“ system. With new material collages, LEICHT orders and groups its colour, structure and surface designs to create atmospheric pictures and material compositions which are aimed to appeal to the instinctive feelings of the observer and thus generate a sense of approval or rejection, and in this way provide orientation. There is no defined combination of two or three programme surfaces but a whole optional material package consisting of all kinds of different materials which generate their own atmospheric effect.

Every collage, every atmospheric picture has its own definition with which the subject is described. Wooden yearning describes an interplay of materials made predominantly of light woods which in turn are combined with mostly light surfaces. These other light materials, however, are more dominant than wood as a surface material.

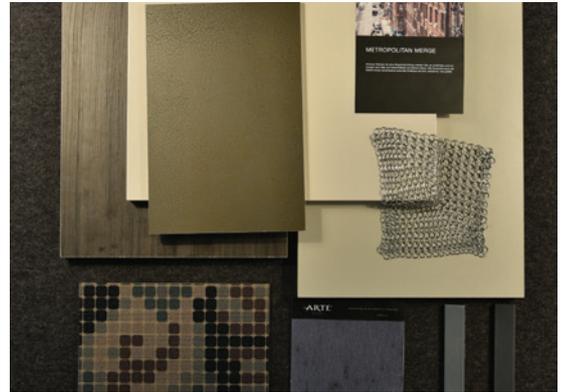
These collages were developed in collaboration with the Stuttgart-based institute „raumPROBE“ and thus perfectly reflect the current trends in interior design. The material compositions are selected so that they complement each other holistically in their effect. Particularly in a time when the exclusivity of „white“ is being broken, such material compositions provide orientation and substantiate first inner visions and ideas.



In accordance with their meaning, LEICHT showcases the material presentation of the current and new collection in a high-grade and practical atmosphere. The collages „Metropolitan merge“, „Wooden yearning“, „Indie loft“, „Ornamental tension“, „Nostalgic mixties“ and „Oriental district“ are presented neutrally on dark felt and perfectly showcased with a spotlight. The collages were created by LEICHT's InteriorDesign team in collaboration with the institute raumPROBE and are modern, timeless material compositions.
Photo: LEICHT



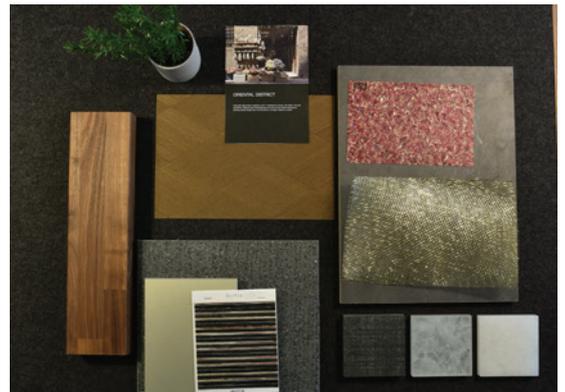
Indie loft
Furnishing in an industrial style, as far as possible in an authentic environment, is a fashionable way to individualise a home. Indie loft is a compilation of roughly structured elements with sensuous surfaces. Photo: LEICHT



Metropolitan merge
Urban living is a development of our time, styles and tastes are condensed and mixed in small spaces. The trend towards moving into towns brings in a lot of different cultural influences. In other words, anything goes. Photo: LEICHT



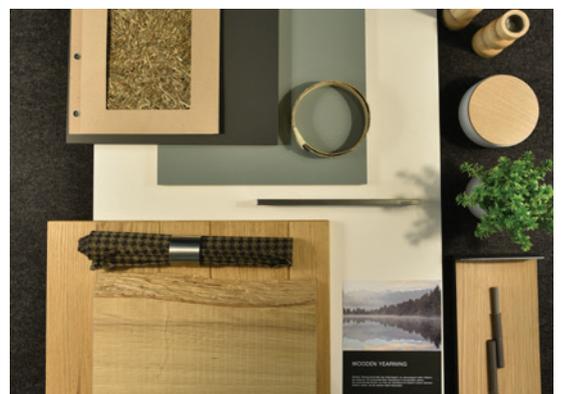
Nostalgic mixties
Retro is the cult with which every generation honours the memories of its youth. Nostalgic mixties are an invitation to transform the furnishings of the past into an adequate modern form. Photo: LEICHT



Oriental district
Cultural idiosyncrasies are established in urban zones. They create delightful, exotic hotspots of urbanisation and are inspiring in their own way. Oriental district sets off on a search to use this variety. Photo: LEICHT



Ornamental tension
Minimalism and practicality dominate modern living. Ornamental objects on the other hand seem almost playful. They bring warmth and homeliness into play and thus create a human counterpole to sheer purism. Photo: LEICHT



Wooden yearning
Wooden yearning describes an interplay of materials made predominantly of light woods which in turn are combined with mostly light surfaces. These other light materials, however, are more dominant than wood as a surface material. Photo: LEICHT

New drawer organisation

LEICHT is offering a new interior fitting system with spacious division and a clear and calm look.



Combo – the new interior fitting system from LEICHT. Drawers and pullouts are newly organised in an attractive way. The trays in neutral black show a love of detail and can be used to accommodate all kinds of kitchen utensils. Photo: LEICHT / P. Schumacher

LEICHT kitchens are all about timeless elegance and a clear, calm appearance. Open the drawers and pullouts and you will find exactly the same look. For the first time at Eurocucina in Milan, LEICHT is presenting an innovative interior fitting system which, unlike conventional organisation, is arranged crossways and thus has a horizontal look.

The new Combo system conveys an entirely new experience of clarity and tidiness: cutlery, knives, spice jars and lots of different accessories find their place in crosswise trays – this is a different, much more spacious looking orientation than the conventional vertical arrangement. In colour and material, the new system has a timeless, elegant look and is harmoniously coordinated with all LEICHT kitchens. The interior is kept in neutral black and is varied with different accessories, trays and fixtures in top-quality oak.

Waldstetten, April 2018

Reprint free of charge / Courtesy copies requested / Sources LEICHT, Photo P. Schumacher

Your contact for journalistic matters:
Heike Bering, bering*kopal, Büro für Kommunikation
Tel.: +49(0)711 7451 759-15
heike.bering@bering-kopal.de

Your contact in the UK:
Graham Hopper
Tel.: 01892 524 888
graham.hopper@leicht.de



The interior fittings of a LEICHT kitchen are as aesthetic as they are functional. Lots of detailed solutions make storage and clearing away incredibly easy. The new Combo fitting system emphasises the horizontal and is used in drawers and pullouts. Photo: LEICHT / P. Schumacher



New organisation for drawers and pullouts: the new „wide“ look of the fitting system Combo differs from the conventional vertical orientation of systems to date and perfectly matches the elegant fronts of a LEICHT kitchen. Photo: LEICHT / P. Schumacher



Neat and tidy: the innovative interior fitting system Combo was unusually designed as a crossways system and has a calm, horizontal look. Photo: LEICHT / P. Schumacher



Warm oak and neutral black look good together and shape the character of the new interior fitting system Combo. The „wide“ design has a top-quality, spacious look. Photo: LEICHT / P. Schumacher



A joy to look at: in a homely LEICHT kitchen, you will just love to show off the lovingly designed accessories, even outside the drawers. Combo also has a range of suitable fixtures for crockery. Photo: LEICHT / P. Schumacher



The horizontally arranged compartments of the new interior fitting system Combo also integrate a special bread board which is easy to take out and just as easy to stow away again. Photo: LEICHT / P. Schumacher

LEICHT is 90

LEICHT - the long-established kitchen manufacturer from the southern German area of Swabia - has become a successful international architectural brand.



The LEICHT | WELT at the company's HQ in Waldstetten. Opened in 2014, the building, which features a showroom, conference areas as well as a kitchen and lounge, is an attraction for international dealers. Photo: LEICHT / T. Vukosav

Innovative power, quality „made in Germany“, proximity to the dealers and top-quality kitchens in every price category: there are a number of factors that come together at LEICHT to orchestrate the company's success. 90 years after the company was established, LEICHT is a brand with international appeal that continues on the road to success.

The company founded as a carpenter's workshop in 1928 by the brothers Alois and Josef Leicht was sold to the Welle family in Paderborn in 1975. The company's success was not always self-evident. At the start of the 1990s, the Welle family was interested in an IPO for LEICHT, but had to adapt to the requirements of an increasingly internationally oriented market and develop a new strategy that would work long term.

Your contact for journalistic matters:
Heike Bering, bering*kopal, Büro für Kommunikation
Tel.: +49(0)711 7451 759-15
heike.bering@bering-kopal.de

Your contact in the UK:
Graham Hopper
Tel.: 01892 524 888
graham.hopper@leicht.de

Product, service, brand

Stefan Waldenmaier joined LEICHT in 2002 and this was to prove to be a turning point for the company. He described the new strategic orientation concisely with the concept „product, service, brand“: in other words developing a durable, top-quality product that can be planned in a variety of ways and selling this product to end consumers through dealers. Furthermore, the brand was to be given more charisma at international fairs with online and ad campaigns, showcasing in the company’s own showroom as well as image publications. LEICHT has always kept its promise to dealers and customers that it would supply classically timeless, top-quality, exclusive kitchens to suit every taste and has thus gained a large number of loyal followers over the years.

All over the world LEICHT is now synonymous with homely, prestigious and open kitchens in all price segments and has found a place for itself with individually plannable kitchens that are outstanding value for money. Most recently the company has also devoted its attention to designing the dining and living area with room dividers, shelving and complete wall coverings in appropriate colours and materials.

Architectural cooperation – LEICHT is not only about planning kitchens for the luxury segment

Close cooperation with outstanding architects all over the world has proved to be most fruitful for LEICHT. In the series of publications „Architecture + Kitchen“, LEICHT kitchens are showcased in exceptional houses demonstrating how completely different planning approaches can be realised in the various countries. But Waldenmaier sees maximum diversity and individual planning not only as a top priority for the luxury segment but also for the price segments below it: „We provide perfectly planned kitchen concepts for every room size from EUR 8,000 to 10,000.“

Investments

The wide product range and dynamic growth is particularly due to the decision to create clear structures and set resolute priorities in production. More than EUR 20 million have been invested over the last four years in state-of-the-art machines and facilities; digitalisation is now also completely in place. The company is completely SAP-controlled which means the most diverse measurements can be smoothly conveyed to the machines.

Currently, LEICHT is investing several million euros on extensions to its halls and procuring new machines; a new assembly plant is due to be opened during the course of 2020. Waldenmaier shows great allegiance to the company's location; the HQ and production will stay in the region.

The „LEICHT I WELT“ opened in October 2014 plays an important role for the company at its HQ. This elaborately planned exhibition centre with training areas and conference rooms has become a much frequented meeting place for customers, dealers, architects and planners from all over the world.

An increased level of online activity

Since 2015, one of the priority measures to increase the international appeal of the LEICHT brand has been to extend Internet activities and campaigns on social networks. „Our topics are capturing people's interest online too,“ says Waldenmaier of the great popularity with end users: LEICHT generates just under 100,000 fans and around 300,000 page views a month with its various online activities, such as, for example, „Away from White“ which was successfully posted on Facebook.

Unique: Global Kitchen Design competition portal

The online portal www.global-kitchen-design.com launched in the autumn of 2015 is also unique in the kitchen industry. This year the portal will be organising its third competition. Here, planners and architects can upload projects they have realised with LEICHT kitchens. These can then be saved by visitors in an ideas book. The concept aims to bring kitchen planners and end users together. This successful initiative just recently celebrated its highlight with an awards ceremony at LEICHT I WELT: more than 600 international visitors came to Waldstetten to celebrate the Global Kitchen Design Awards in which the best planned kitchens were honoured both by country and at an international level. „The coupling of events, competitions and the like that we ourselves have initiated with strategically well thought out broadcasting online has brought sensational feedback,“ says Stefan Waldenmaier who sees the Internet as a powerful instrument in terms of gathering information and channelling customers to dealers.

Awards and prizes

LEICHT is the „best sold premium brand for kitchens“, according to a survey by GfK in 2016; a further accolade was the „most innovative brand of the year“, a title LEICHT was awarded both in 2015 and 2017. The outstanding value for money has also been awarded a prize: a national survey showed that LEICHT was „price winner 2016“ for kitchen furniture and was awarded 1st prize. Exporting to 55 countries worldwide and with sales totalling EUR 137 million in 2017, LEICHT Küchen AG grew by 11% in 2017 alone 90 years after its founding and can be confident about its future.

90 years of LEICHT – key data

1928	Founded by brothers Alois and Josef Leicht as a carpenter’s workshop
1940-1950	LEICHT developed the first modular kitchen which still has a valid measurement and grid system today.
1975	LEICHT was taken over by Welle Holding and continued to be run as an independent company.
1993	The company became LEICHT Küchen AG. Today LEICHT Küchen AG is a non-listed subsidiary of Welle Holding. Shares are still held by the original founding family.
2014	Opening of the LEICHT I WELT at the company HQ in Waldstetten.
2015/2017	LEICHT was deemed the „most innovative brand of the year“ at the Plus X Awards.
2017	LEICHT has 610 employees and posted sales of EUR 137 million.

Waldstetten, April 2018

Reprint free of charge / Courtesy copies requested / Sources LEICHT, Photo T. Vukosav



The LEICHT I WELT is well-known internationally. The annual DESIGN SHOW is just one of the highlights held in the exhibition centre, 1,500 square metres in size.
Photo: LEICHT / T. Vukosav



LEICHT pledges allegiance to its location with production and assembly. LEICHT kitchens stand for quality „made in Germany“ and are held in high esteem all over the world.
Photo: LEICHT / P. Schumacher



Renowned architectural projects are fitted with LEICHT kitchens the world over – here an exclusive clubhouse in Tainan/Taiwan. In the company’s „Architecture + Kitchen“ publication, LEICHT presents numerous projects such as this one. Photo: LEICHT



LEICHT’s competition platform Global Kitchen Design honours the best planned LEICHT kitchens worldwide. This initiative is unique in the kitchen industry – and is how LEICHT brings dealers and end customers together.
Photo: LEICHT / A. Pogue

LEICHT continues on the road to success

Growth in all important markets – after the record year 2017, LEICHT is experiencing a very good start to the new year.



The dynamic development at LEICHT is down to 610 employees and the key decision makers: Ulrich Barth, Sales Manager Germany | Austria, Harald Blessing, Sales Manager Export, and LEICHT CEO and Chairman of the Board Stefan Waldenmaier. Photo: LEICHT

Last year, the architectural brand LEICHT was able to continue its dynamic growth. The company once again achieved record sales with a turnover of EUR 137 million. The overall growth rate was more than 11%. The domestic market increased by just over 10% and, according to LEICHT CEO and Chairman of the Board Stefan Waldenmaier, was thus „well above the market trend“. Developments in exports totalled more than 13%. The export rate remains stable at around 60%. LEICHT was able to extend its position as market leader in what is referred to as the premium segment, in other words kitchens with a sales value of more than EUR 20,000, to a market share of more than 27%* (*source: GfK, kitchen specialist segment, price segment over EUR 20,000).

Gains in exports were made in all important European markets. The company was also able to make significant gains particularly in Asia where new lead stores in Shanghai and Guangzhou now accompany existing sites. To be able to deal with growth, new staff were taken on so that there are now 610 employees working for LEICHT, an increase of 7%.

Your contact for journalistic matters:
Heike Bering, bering*kopal, Büro für Kommunikation
Tel.: +49(0)711 7451 759-15
heike.bering@bering-kopal.de

Your contact in the UK:
Graham Hopper
Tel.: 01892 524 888
graham.hopper@leicht.de

Various investments were made in manufacturing to increase overall capacity. Investments total more than EUR 10 million. „After a successful 2017, we have now had a very successful start to the new year; we will be closing the first quarter with a high two-digit increase in sales,“ says Waldenmaier. The forecast for the second half of the year remains the same.

Waldstetten, April 2018

Reprint free of charge / Courtesy copies requested / Sources LEICHT