

bulthaup on the path to the future

Aich, April 2011 – bulthaup is synonymous with the perfect kitchen. Perfect quality and functionality have made bulthaup the driving force on the market.

Inspired by this, Marc O. Eckert, the grandson of the company's founder and CEO of the firm, is building on the values of the past and on products that bear testimony to bulthaup's innovative strength, dedication to quality, unique universality and flexibility. His goal is to steer the company – following the earlier journey of Gerd Bulthaup and Otl Aicher – into new territory, towards new inspiration and new ideas.

On this journey, bulthaup is being portrayed in unusual contexts, with different perspectives being highlighted that continuously provide a different interpretation of bulthaup's original values. The result means new stimulus for the company, its products and its business partners.

bulthaup is harnessing its experience with Otl Aicher by sending the leading "creative brains" of the world on new "journeys" with bulthaup b3, b2 or b1, to create autobiographical kitchens. The results are not new products, but rather unique creative works that communicate unexpected insights into the subject kitchen and whose execution takes the interplay of craftsman-inspired production and industrial manufacturing to its pinnacle.

Beyond this interpretation, bulthaup is working continuously to equip its products with the latest technologies and functions by applying innovative as well as aesthetic materials.

The universality and flexibility of the bulthaup b3 kitchen system is being effectively enhanced with a aluminum drawer and pull-out system which can be customized as needed. New cabinets for small appliances whose function and material can be specified to create the perfect solution blend in harmoniously with the array of seamless tall units. These are complemented by a pull-out with new aluminum interiors and a new guide system, which maintains its balance even when fully laden. New front materials, such as solid walnut and rough-sawn oak (natural and dark brown), add further depth to the range of bulthaup b3 woods and veneers.

The color palette of the b1 kitchen system is rounded off with the new stone gray lacquer, while the integrated lights featuring LED technology provide the perfect illumination for working in.

The original passion for innovation will continue to make bulthaup the driving force behind the market of the future.