

For showrooms
that *sell*.

nolte[®]
KÜCHEN





Coming together
is a beginning.

Keeping together
is progress.

Working together
is success.

(Henry Ford)

The key to your success.

A partnership to benefit you.

Achieving more together: put in a nutshell, this is the principle, goal and benefit of what you can expect from us. This brochure now tells you more and in greater detail. We look forward to working with you.

Your benefits:

- **Maximising sales:** our display kitchens for any size of sales floor and any price group give you exactly what it takes to address your customer's preferences and expectations.
- **Successful sales pitch:** our compelling sales aids assist you with customers from initial contact to getting a purchase.
- **More efficiency:** well-coordinated processes from order to shipment reduce your administrative input - leaving you with more valuable time for your core business.



Nolte Küchen – a strong brand for business success.

Our popularity opens up new prospects for you.

Nolte Küchen has been voted Germany's favourite kitchen brand for the third time in succession. The key aspect to note here: only consumers were asked. This means that coming out on top is all down to the high level of customer satisfaction with our kitchens.

Nolte Küchen is marked by:



- **A strong brand:** Nolte Küchen will captivate your customers with high brand awareness and appeal.
- **Attractive value for money:** with us, you will be offering quality design at an affordable price, leaving you to address a wide range of buyers.
- **Varied product range:** we can give you an all-embracing collection ranging from entry level with authentic reproductions to classy genuine materials. This not only means you can cater to every type of budget – but also draw attention to the exquisite and higher-priced solutions when advising your customers.
- **High product quality:** Nolte kitchens come with a wealth of high-quality details that customers can witness first hand even while you are advising them – boosting customer satisfaction with lasting effect down the line and motivating them to recommend you to others.
- **Innovative unique selling points:** Unlike most competitor products, our kitchen units are finished in the same decor both inside and out. Planning with our Matrix 150 dimension grid also gives you an extremely broad range of planning options to suit any room situation. The seal on the front edge of the carcass makes sure that less dust gets inside the unit. And clever technical detail solutions are the icing on the cake.



Huge impact in a small space.

Presentation to impress all round – perfect tailored to your demand.

Nolte Küchen lets you make optimum use of the space you have to give your customers inspiration and vision. Either five, eight or twelve kitchen displays in a variety of materials, exciting design elements and modern as well as timeless designs give you the flexibility you need to show your customers the many different options.

4. LUX | ARTWOOD



The authentic ARTWOOD surface in natural-looking reproduction finishes provides the perfect alternative to genuine wood. A good feeling – with attractive pricing.

5. SOFTLACK



Here, planning with Matrix 900 gives customers no less than 20% more storage space – and an open-lock feel with contrasts in fashionable quartz grey.

2. FEEL | STONE



Authentic concrete look you can feel. Coming in natural-looking reproduction finish, this kitchen leaves money in the pocket for optimising on the fittings, for example with pull-outs or practical interior organisers.

1. MANHATTAN



This classic L-shaped kitchen gives customers compelling perspectives even at entry level. The warm tones conjure a light and inviting atmosphere.

3. NOVA LACK



Perfect combination of design and ergonomics: MatrixArt paired with high-quality genuine lacquer fronts captivates customers with handleless design and classy sleek lines.

5 kitchen displays

A successful combination – timeless to modern.

Display true product highlights from Nolte Küchen in your showroom.

The kitchen displays also demonstrate the pricing breadth of our solutions. This means you can advise your customers in line with their budget – and, by making direct comparisons, whet appetites for the next higher quality level.

8. PORTLAND



MatrixArt 900 perfectly combines ergonomics, storage space and handleless design – and genuine cement makes every front one of a kind.

6. ALPHA LACK



The ALPHA LACK genuine lacquer front interprets the "handleless" theme with timeless aesthetic appeal.

7. PLUS | TAVOLA



Practical, easy to maintain and forgiving: the surface with anti-fingerprint finish ensures lasting pleasure from classy design.

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The right concept for any studio.

We give you the key to providing made-to-measure solutions tailored exactly to your customers' wants and expectations. Whether genuine materials or high-quality reproductions, modular or tailor-made – start making statements in your showroom and show the many different options.

Make the most of your showroom floor space with us – and simply select the kitchen display solution that's right for your studio. We can give you what it takes to optimise sales impact on the space you have.

Whichever option you choose, Nolte kitchen design and functionality are always staged to the best possible advantage. In a level of quality that sets you streets ahead of the competition.

The space required per show kitchen is between 9 and 15 m². This gives you flexibility in using your floor space – and, with sizes as realistic as these, also reinforces the power of persuasion in sales.

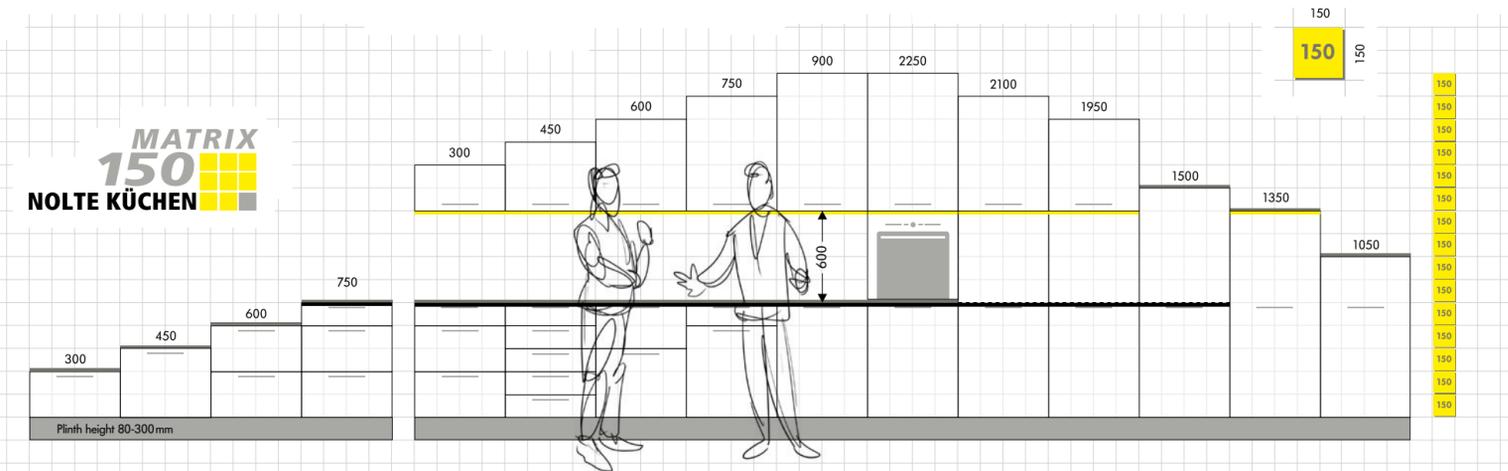
Our show kitchens also demonstrate the pricing breadth of our solutions. Because this way, you can match your sales pitch to customers' budgets. Win your customers over for the next higher class and price group with genuine-material fronts and many other features.



07

Planning – easy for you, fascinating to your customers.

The Nolte Küchen Matrix 150 dimension grid: our transparent and easy-to-follow planning system for the maximum variety of options.



Matrix 150 makes it very easy to combine rows of wall and base units with our tall units.

At Nolte Küchen, the measure of all things – Matrix 150

Simple, logical and clear: Matrix 150 is a grid system introduced exclusively by Nolte Küchen. It is based on a very simple and easy-to-follow dimensioning logic in which all widths, heights and, in some cases even depths, can be divided by 150mm.

For you, this means Matrix 150 pays off in every respect – from simplicity of planning right through to the big selling point of storage capacity.

Maximum planning variety:

- Meeting any specific preference in every room situation, Nolte Küchen has:
- ▶ 5 base unit heights
- ▶ 6 tall unit heights
- ▶ 5 wall unit heights
- ▶ 4 base unit depths

10



With Nolte kitchens, the grid system makes it easy to integrate all oven brands in the standard 600 mm size for a perfect look – without any filler panels to spoil the overall impression.

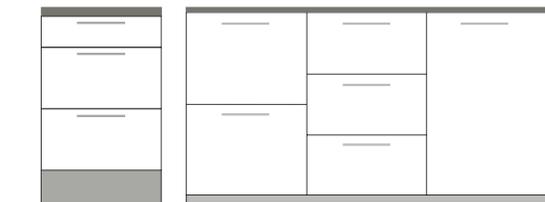
MATRIX 900

Design meets storage space.

Our innovative 150 mm dimension grid provides the option of planning at 900 mm level. The very low plinth of 50 mm with Matrix 900 not only means you can give your customers 20% more storage space but also a kitchen in modern design – creating a homely atmosphere.

Carcase height 750

Carcase height 900



Plinth height 50 mm

Whether 750 mm or 900 mm carcass height, the work surface is always at the optimum level thanks to the combination of variable plinth and carcass.



MATRIXART 900

11

Planned support for your sales talks.

Also be sure to include our sales support media in your showroom. This is just one example – yet whichever option you choose, this is what our kitchens could make the optimum showroom look like.



Sample display



Handle board



Sample panel PORTLAND



Mat lacquer display



Nolte Küchen logo



Farbe.
Für das *Leben* in der Küche.

Wählen Sie aus verschiedenen Frontformen und Farben - individuell nach Ihrem Geschmack!

Mat lacquer display
Offer your customers the perfect combination of our 19 colours in a warm and cool colour range and five different front designs.
Dimensions: 2100 x 2500 mm

Good advice sells more.

Our sample displays provide optimum support when it comes to choosing materials. At a glance, these impressive displays present the wide range of options featured in our collection. This shows you a selection - our sales representatives will be pleased to help you configure your showroom.



Sample displays
Let your customers touch and feel the various finishes right there on the spot.



Sample panels
Maximising visual impact, our sample panels target a focus on selected product and material combinations in your showroom, while perfectly complementing your show kitchens.
Dimensions: 1200 x 2500 mm

Worktop samples
From a printed fan and a folder of laminates to 30 x 30 cm samples: with our sample displays, selecting the right worktop couldn't be easier!

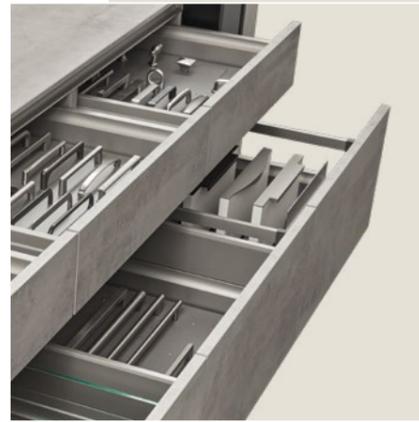


Handle board
Show your customers the many different options from the Nolte Küchen range of handle designs.
Dimensions: 1000 x 1250 mm

The Nolte Küchen presentation module:

Compact centre of excellence for all aspects of detail. Nothing leaves more of an impression than experiencing things first-hand.

From one central point, the Nolte Küchen presentation module lets customers make direct comparisons between a host of central features and options. This provides valuable assistance in your sales talks – and illustrates the points you make with tangible evidence. The Nolte Küchen presentation module brings home systematic Nolte kitchen intelligence in every sense.

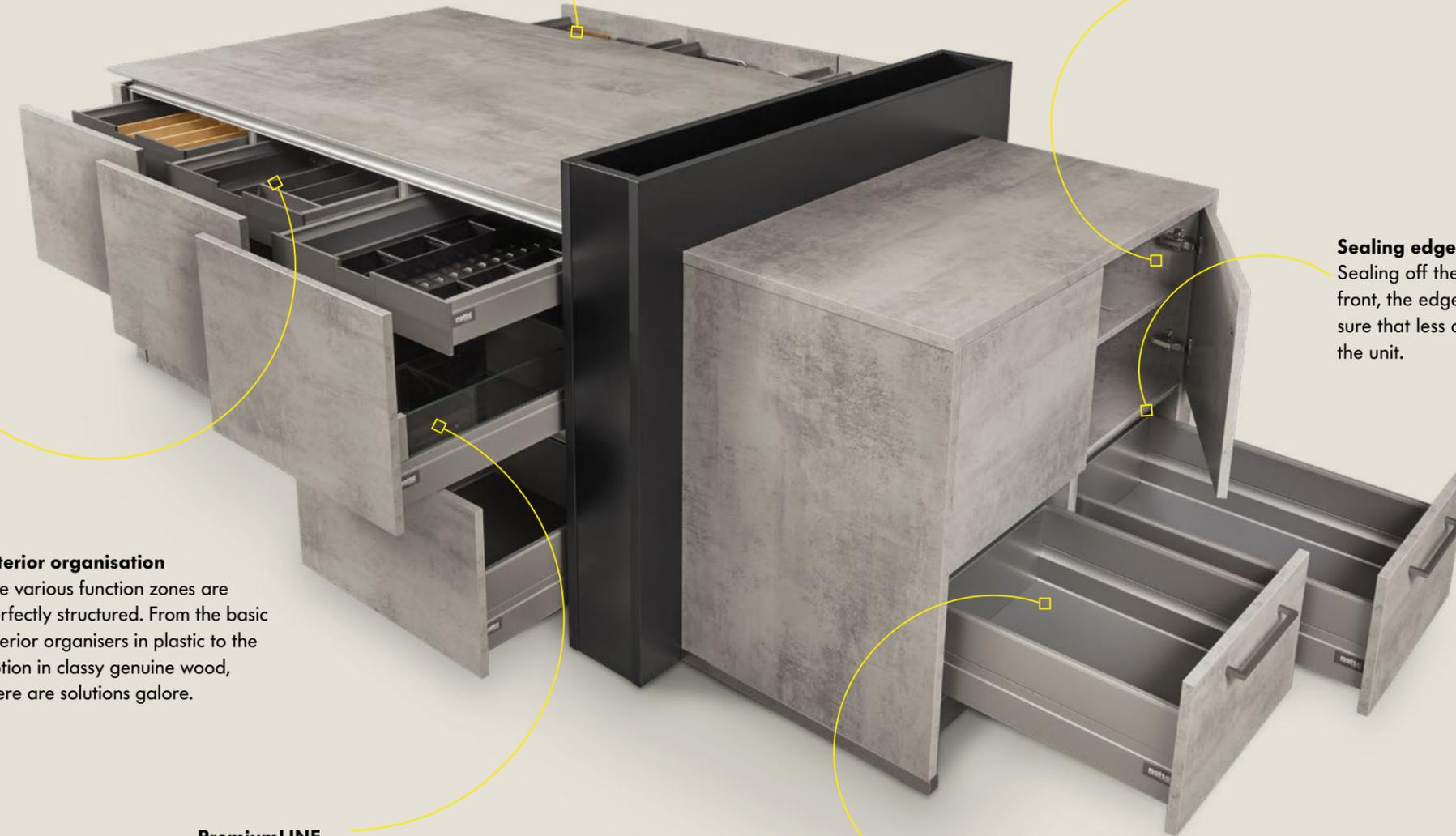


Handle display
Our range easily to hand.



Interior organisation
The various function zones are perfectly structured. From the basic interior organisers in plastic to the option in classy genuine wood, there are solutions galore.

PremiumLINE
Presentation of the PremiumLINE drawer system in various finishes and depths with options for organising drawer interiors.

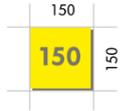


Interior decor
Consistent overall look – our units come as standard with the same decor both inside and out.



Sealing edge
Sealing off the carcass at the front, the edge seal makes sure that less dust gets inside the unit.

Comparing storage space
32% more storage space – with a pull-out depth of 75 cm in comparison to 60 cm.



MATRIX 150
NOLTE KÜCHEN

Standard carcass
Matrix 150 provides the key to matching work surface height to various activity zones and user stature.



MATRIXART 900
by nolte KÜCHEN

MatrixArt 900
MatrixArt 900 combines functionality and modern design: a modern, handleless kitchen with a carcass height of 900 mm and a phenomenal 20% more storage space.

Nolte Küchen benefits at a glance and with optimum impact.

Compelling advertising materials attract attention at the right places. Not only making a conversation starter, they also deliver selling points that leave customers truly convinced.

Kitchen Journal
Impressive kitchen solutions: this is where the world of Nolte Küchen is brought to life.

Für das Leben in der Küche.

Dreifach ausgezeichnet!
Zum 3. Mal in Folge Bestnoten für Qualität, Preis-Leistung und Design.

Banner
Place central features and Nolte Küchen benefits as striking statements at the POS.

Kitchen Journal
Impressive kitchen solutions: this is where the world of Nolte Küchen is brought to life.

Für das Leben in der Küche.

My kitchen –
with a simple checklist for the customer and a complete product guide for all configuration options.

Meine Küche

Utility room brochure
Discover the different ways of planning a utility room.

ALLES IN ORDNUNG in der Küche.

Interior organisation brochure
Compact and clearly structured: our range of interior organisers as a separate document.

ALLES VERSTAUT neben der Küche.

Für das Leben in der Küche.

TYPENLISTE

Product guide
Our sales manual – the basis for everyday selling.

PremiumLINE drawer inserts

PremiumLINE drawer inserts
Show your customers how easy and successful it is to keep a Nolte kitchen neat and tidy. Available in the widths of 60, 90 and 120 cm.

1. PLATZ
Beste Küche-Markte

"Favourite kitchen brand" award and flyer
Let your customers share the positive experience of satisfied kitchen owners.

Knowing what helps you.

Practice-focused media and training activities for successful selling.

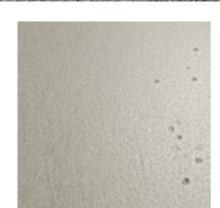
As a Nolte Küchen partner, you can draw on a wide range of resources that give you valuable support in structuring and preparing your business workflows.

Training activities – from product knowledge and planning to the Nolte Küchen sales techniques: we can pass on our expertise and experience to you direct. We provide detailed knowledge for putting into practice straight away. This not only makes work easier for your sales team. It also saves time and effort for your fitters – and makes for pleased customers from short fitting times.

Nolte Küchen retailer portal
Using your personal login details, this is where it's very easy to track order status and get exclusive information on every aspect of Nolte Küchen.

Nolte Küchen media database
Simply use our professional image material for your advertising purposes.





PORTLAND real cement



STONE reproduction

Brand quality speaks for itself and leaves your customer without a shadow of doubt.

With Nolte Küchen, you will be giving your customers a perfected product – including a host of features with 'wow' effect.

A range for all customer groups:

Genuine or reproduction. With Nolte Küchen, your customers can choose. The genuine materials, such as metal, wood, glass, lacquer or cement, are the perfect choice for kitchen fans with exacting expectations. Distinctive and unique, they make every kitchen one of a kind in a quality second to none. Yet high-quality reproduc-

tions are available for all of these natural materials too. These absolutely authentic surfaces are in no way inferior to the real thing and surprise the senses with perfectly imitated look and feel. And they also take pressure off the budget: now all your customers have to do is decide what goes better with them and their style ...



The drawer system in a class of its own.
PremiumLINE: design-focused, high quality and more storage space in a width of up to 120 cm.

Perfection both inside and out.
The carcasses of every kitchen we make feature the same decor both inside and out for a look of absolute consistency.



Always an idea ahead:

Easy, fast and cost-effective planning and installation are just as important to us as they are to you. The Matrix 150 dimension grid for planning and our perfected technical details provide you with exactly the right basis. For instance, our patented jointing technology for worktops not only gives you the perfect fitting aid, it also guarantees a secure hold and flush surface.



Sealed is well sealed.
Sealing off the carcass at the front, the edge seal makes sure that less dust gets inside the unit.





Creating highlights with an individual touch.

Made very easy with the options from Nolte Küchen.

Show your customers the many other highlights from Nolte Küchen. Create a homely atmosphere using modern LED technology that tastefully emphasises the lines of a kitchen with illuminated MatrixArt handle trims. Plan kitchens with further elements, such as open shelf units or display units, and make optimum use of available space with our storage solutions. Plan the optimum kitchen for your customer with Nolte Küchen.

Illuminated handle trims

The MatrixArt finger pulls are illuminated. Any chosen lighting mood is very easy to create by remote control or app.

Real selling points for Nolte Küchen



Dedicated contacts and customer advisors:

You can simply always be sure of direct communication and competent, fast handling of all processes by your contact partner at Nolte Küchen.

An environmentally conscious decision and certified safety:

With Nolte kitchens, you will be selling your customers lasting satisfaction and ecological responsibility. You will be taking an active part in helping to protect the climate and environment.

This is the contribution we make:

Nolte Küchen holds PEFC™ certification and is also one of the first in our industry to be FSC® certified. Our certificates signalise reliability and sustainability.

Uncompromising quality and guarantee:

Our kitchens remain stable and reliable even after many years of use – from plinth the wall unit. Both you and your customers benefit from Nolte Küchen's first-class service. We ensure full satisfaction right across the board. Above and beyond the statutory warranty rights, we give a 5-year guarantee on all kitchen furniture parts.



Tested quality, guaranteed safety and healthy living.



What does your showroom look like?

Plan your success with our display kitchens.

Putting together the optimum showroom is just as easy as planning a kitchen with our Matrix 150 dimension grid: regardless of showroom size – we always have the right concept.



Any questions?
Take a look at our website
right now by going to:
www.nolte-kuechen.com



Working together for your success.

Together with us, you can reach your goals faster and more efficiently – step by step. So, let's start making progress together: we look forward to getting to know you and gaining you as our partner. For good business, for satisfied customers – and for new success stories.

Living in the kitchen.

nolte[®]

KÜCHEN

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Colour shades in this catalogue may sometimes vary slightly from original colours for printing and photographic reasons.

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