

Press release product-launch i-luminate

18th of september 2021


Premiere at the Küchenmeile:

i-luminate – light up your kitchen

VLOTHO, SEPTEMBER 2021. The launch of the new i-luminate premium kitchen brand at this year's tradeshow Küchenmeile will – quite literally – light up eyes. The fascinating and unique selling point of i-luminate is the brand's lighting concept which comes with an integrated handle illumination, letting the trend of "lifestyle kitchens" shine in a completely new light in the future both at product and sales level. The high-quality designer kitchens will exclusively be available in official i-luminate showrooms, and with an attractive brand presence they will offer a strong added value for i-luminate specialized dealers and brand-conscious end customers.

Timeless design meets technical finesse – the new i-luminate premium brand promises lifestyle- and design-oriented kitchen enthusiasts a stimulating-experience. Encounter the fascination of "light": How about a good glass of red wine in an atmospheric lounge setting? i-luminate creates unique lighting situations, letting you express your individual mood. Be it bright light when cooking together or a warm coziness during a romantic dinner – i-luminate will light up your favourite living space, the kitchen, in a way that perfectly suits your life and your style.

The secret of this new cosiness is the integrated handle lighting from i-luminate: When warm light meets brass, and a golden glow brightly illuminates the kitchen, this moment is reminiscent of the incomparable play of colours in impressive sunrises. Whether by day or night, the illuminated handle strips bring out the beauty of each individual i-luminate kitchen. Horizontally and vertically combinable, the brass-coloured slats accentuate the minimalist design of handleless kitchens and offer the observer a

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harmonious symbiosis of a stylish play of light and clear, visually emphasised lines. The high-quality and specially brushed surface in the profile constellation additionally emphasises the light effect in its exclusive appearance.

This is additionally underscored by the protect 2.0 design pull-out. A special detail is the narrow frame, which also gives the interior of the kitchen a stylish aesthetic.

Perfectly matched to the lighting concept, i-luminate offers fantastic possibilities for custom kitchen design. The kitchen as a mirror of one's own personality – the great variety of colours, fronts and surfaces make this wish come true. The personal design experience is rounded off by the obvious quality of the material and manufacturing that will delight discerning kitchen buyers and lives up to the promise of the "premium brand" label.

If you are interested in becoming an i-luminate Gallery partner, please contact the representative you know.

About i-luminate and the company pronorm fitted kitchens

i-luminate is a registered trademark of pronorm fitted kitchens and is positioned across the market as a single brand in the premium segment of handleless kitchens. The traditional company pronorm is based in Vlotho / East Westphalia and is a manufacturer of individually planned, modern and design-oriented kitchens in the mid-range and upmarket segments and employs around 310 people. In addition to Germany, pronorm is successful in the Benelux countries, Austria, Switzerland, France, the United Kingdom, Eastern Europe and Asia. The export ratio is 75 percent.

Press contact

For more information about i-luminate, please contact:

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Image overview



Logo i-luminate

Ensures recognisability: the logo of the new premium brand for handleless design kitchens with unique illumination.



Icon i-luminate

Symbolic design mark: The striking icon shows the stylised cross-section of the patented i-luminate profile construction with integrated lighting.



i-luminate **Q-MP 3162 stratus grey pearl ultra matt**
proline¹²⁸ **EI 7040 walnut-tree nature**

SHINING BEAUTY

Modern minimalism: i-luminate stands for high-quality, handleless design kitchens with a unique lighting concept.


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LIGHT IT UP

Pure atmosphere: Especially when the lighting mood is dimmed, i-luminate kitchens are transformed into unique places with a sensual dimension.

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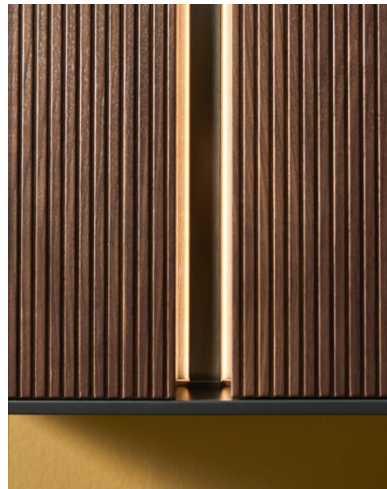
i-luminate **Q-VA** 3310 Artstone

i-luminate **Q-EI** 7040 walnut-tree nature

LIGHT UP YOUR KITCHEN

The versatile lighting situation of i-luminate kitchens gives every moment the mood it deserves.

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LOVING DETAIL

In combination with the brushed brass finish of the metal handle and front profiles, the indirect handle strip lighting creates a pleasantly warm lighting atmosphere.

Visual statement: Horizontally and also vertically – the illuminated i-luminate handle strip accentuates the clear play of shapes and lines of handleless kitchens in a fascinating way.

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INNER BEAUTY INNER VALUE


Attractive price-performance ratio: The innovative proTech 2.0 design pull-out is part of i-luminate's high-quality standard equipment.



i-luminate **Q-EI 7040** walnut-tree nature

REPRESENTATIVE HOMELINESS

With i-luminate, the handleless kitchen is transformed into an atmospheric living space where guests are particularly welcome.

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