

KM Küchenmeile 2022

50 years: Diversity has a home

The pronorm company in Vlotho is presenting a fireworks display of ideas at its anniversary exhibition.

The motto of this year's in-house exhibition is "Diversity for life", which is very much in the spirit of the times. Anything is possible: with over 250 front variants and cross-product plannability, pronorm offers an above-average range of possibilities. The pronorm collection includes fascinating new colours and structures, matt textures, authentic stone decor finishes and metallic highlights. Real wood and high-quality wood decors occupy a large space. For instance, pronorm combines the real wood front in smoked oak with vividly grained marble finishes. The quality of the materials is exceptional. Their natural beauty is particularly effective in full-length doors on tall units. Every year, pronorm demonstrates its culture of innovation at its in-house exhibition in its own exhibition centre. Apart from the product lines classicline, proline 128 and X-line, other milestones in the portfolio are the very successful Y-line range and the premium brand i-luminate®, introduced in 2021, which has integrated patented handle strip lighting.

International design language

At pronorm, the kitchen also is increasingly setting the tone for the design of the neighbouring rooms as well. Stand-alone furniture is becoming more and more important. pronorm offers display cabinets in many facets. Steel shelving, inviting dining areas and design luminaires emphasise the homely ambience. The adjoining utility room gives a home to those items that don't have one in a combined kitchen/living room. "We know that different regions have different expectations of a room's design. This makes it even more important to us that we should offer planning that truly is unrestricted," explains Roger Klinkenberg, Managing Director for Marketing and Sales. Strategically, the company aims at maximum compatibility. Over the past few decades, pronorm has established itself as a successful specialist retail brand and global player and today, in its anniversary year, sees itself in an excellent position. Roger Klinkenberg and Thorsten Gösling, who together have been leading pronorm since 2019, will continue to rely on exclusive cooperations with kitchen specialists in the future. Their success speaks for itself: the company's sales figures are increasing steadily. Its course is set for the future. One example of this is the new hall for its highly automated stock system. The roof of the hall was fitted with powerful solar modules. "Digitalisation plus sustainability – these are the topics of our time," says Thorsten Gösling, who is responsible for purchasing, technology and administration. The goal is to reduce its carbon footprint. From the end of 2022, the kitchen manufacturers will be completely climate-neutral in their production, and they are currently finalising the conversion to fully-automated carcass prefabrication.

pronorm – Kitchen Trends 2023

Consistently thought through

This year again, the company is increasingly focusing on cross-media 360-degree communication. Because acting with foresight gives companies - not only pronorm, but the premium brand i-luminate® as well - clear competitive advantages. That is as true today as it was 50 years ago. "We are pleased to present you with a special exhibition in our anniversary year. Now is the time to successfully plan the cooperation for the coming years," adds Roger Klinkenberg. Thorsten Gösling adds: "Nothing can replace the personal meeting and talking together. Welcome to Vlotho!"



<https://www.pronorm.de/?lang=en>



<https://i-luminate.de/en/>

Find out more at: www.pronorm.de or www.i-luminate.de

"Diversity for life 2023" exhibition from 17-23 September 2022, daily from 9 a.m. to 6 p.m.

Venue: pronorm Exhibition Centre, Höferfeld 5-7, 32602 Vlotho, Germany.

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X-line
proline¹²⁸

X-EV oak truffle grey
GE black matt + black glass

EXQUISITELY DESIGNED THROUGHOUT

European oak is particularly popular and provides lasting value and satisfaction. Shaded in truffle grey, it comes in an elegance that meets no other. The interplay of light and rvs underscores the homeliness of this ambience. Inside, for instance, the cabinetry is fitted with a made-to-measure waste-sorting system. The pull-outs with extra-slim panels and stunning background lighting make a lovely feature.

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X-line+

X-CA Ceramic Zaha

proline¹²⁸+

CA Ceramic Zaha

INSPIRED BY NATURE

Mother nature at her best: ceramics fired at maximum temperatures from natural raw materials. Combined with wood, ceramic delights with unsurpassable aura. The island would seem to be hewn from one and the same piece. Shimmering in shades of red, the timber surfaces add warmth. This interplay of elements is perfect for those with an appreciation of the unusual.

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Y-line
proline¹²⁸

Y-EI open grain oak black
PS organic gloss titanium

FASCINATING FACETS

An amazing example of how exclusive materials can be combined to conjure a unique blend: every detail of this space illustrates the very own personal taste of those who live in it. Grooved black lacquered oak makes an exciting contrast to the mirror-like smooth surfaces. The typical character of each material can be witnessed with every stroke of the hand.

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X-line **X-TU** ice blue
proline¹²⁸ **TU** ice blue

RINGING THE CHANGES FOR THOSE WHO ENDULG

Closed, the surface-mounted tambour-door units cut a homely figure and look as if they come from one and the same forge. Open, they provide plenty of individually organisable storage space as an alternative to wall units. A sensor switches the light on automatically on opening the tambour door. Both practical and utterly stunning.

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proline¹²⁸ **GE** Parsol grau
Y-line **X-MP** platinum grey ultra matt

IDEAS FOR ADDED ERGONOMIC AND PRACTICAL CONVENIENCE

Organisation first, then comes perfection. A well-managed home needs clear structures and intelligent concepts. Anything that gets in the way of cooking and orderly home living finds a place in the well-planned utility room. Whether doing the washing, keeping shoes or storing crates – planned ergonomically, housework is now a breeze.

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X-line **X-OS** organic champagne
proline¹²⁸ **OS** organic champagne
 GE Brushed brass

SPECTACULAR INSIGHT

As decorative as a work of art on the wall: the glass display cabinet is a master of representation. Glazed on all sides, these cabinets provide a stage for everything you love to show. Illuminated shelves and elegant, high-quality veneered rear panel in herringbone pattern make wonderful details. The design theme here picks up on the island: here, as well, the composition of glass, light and exclusive veneer attracts the eye.

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proline¹²⁸ MP Sahara beige ultra matt
proline¹²⁸ EK smoked oak dark

KITCHEN, WORKSHOP OF CREATIVITY

Slender tall units colonnade the central wall cabinet Providing copious storage space was one of the objectives in this kitchen, one that has been achieved in a way that couldn't be more ingenious. As a forge of creativity, this composition has nothing in common with yesterday's rows of kitchen units. Hidden away behind the cabinet doors is every conceivable convenience you wish for. The contrast of light and dark is absolutely timeless: smoked oak underscores a lounge feeling that is nothing short of stunning. Sahara beige adds wonderful highlights.

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proline¹²⁸ EV oak angora grey
proline¹²⁸ LM matt lacquer sand
GE Brushed brass + glass in Parsol grey

BRILLIANT PROSPECTS

Delightfully bright: sideboard and glass display cabinets cleverly open up the kitchen to the living area. Light focuses on lovely items and sets the stage for what's important to you. This is where everything here is perfectly set for cooking, home living and personal lifestyle. A place that welcomes family and friends.

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Y-line **Y-OS** organic black
proline¹²⁸ **EK** Larch
 MP stratus grey pearl ultra matt

THE ART OF TRANSFORMATION

Whether in the office or at home: this kitchen instantly conjures the ambience you want. Closed, the cabinets underscore a homely feel with fronts in vibrantly veneered surfaces. Open, they reveal all you need in everyday kitchen life.

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proline¹²⁸ RI matt lacquer arctic white
GE black, Clear glass crittall style

NEW CLASSIC

Things that endure and remain true give us a sense of familiarity and security. Just like our modern country style. Interpreted with a contemporary twist, this cabinetry option is a genuine classic. Elegant matt lacquer fronts with panel effect underscore the authenticity of international style. The exquisite display cabinets with glass lattice doors make a charming detail.

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proline¹²⁸ ME Effect lacquer copper
EI Horizontally grained black knotty oak
OS organic silver

PERFECTLY PRESENTED

STUDIES: HOMELY TRENDS THAT ELECTRIFY.

They are ambassadors of good design and liaise between various lifestyles and parts of the home: standalone pieces, such as sideboards or demi-units, capture in a nutshell the style statement that's expressed in planning a space.

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Y-line Y-EI open grain oak black

STUDIES: HOMELY TRENDS WITH ROUNDED CONTOURS.

The elegantly curved island is a masterpiece of finest traditional craftsmanship. The sleek-looking fluted texture in dark oak provides an exciting contrast to a fluid style. Cleverly illuminated from below, the island appears to float.