

PRESS INFORMATION

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Kesseböhmer presents the first ever "Clever Storage Award "

And the winner is: Häfele Australia

At a ceremony in the middle of November, Häfele Australia was voted "best partner" and thus received the "Clever Storage Award 2014". German fittings specialist Kesseböhmer initiated this international marketing award to indicate a particularly professional implementation of Kesseböhmer's "Clever Storage" concept.

Tim Lelliot, National Business Development Manager at Häfele Australia, accepted the award on behalf of the company from Kesseböhmer Managing Director Burkhard Schreiber and the Area Sales Manager responsible for Australia, Heinz Isfort, in the Häfele Headquarters in Melbourne.

The Kesseböhmer award is a "challenge cup" and was awarded for the very first time this year. A jury consisting of the Kesseböhmer management team and the company's marketing and sales experts, along with the creative minds of Hamburg-based advertising agency no.nonsense, will present the award once a year. The aim of this initiative is to reward particular commitment and successful concepts for the international promotion of the "Clever Storage" idea as well as outstanding marketing achievements of Kesseböhmer partners worldwide.

"Clever Storage" itself is a seal of approval for Kesseböhmer's cabinet furnishings and is a clear indication of the value added a customer can expect in terms of practical use, optimal storage space, the best possible overview and total convenience.

As an exclusive partner, Häfele Australia used the marketing aids and numerous communication tools provided by Kesseböhmer in an exemplary manner to make "Clever Storage" accessible to a wide public. "Clever Storage" thus becomes an active part of kitchen planning; the end customer becomes more aware of a kitchen's interior features.

Häfele uses a whole range of tools in the process: extensive presence at trade fairs, the publicising of "Clever Storage" in journals and magazines, the design of a "Clever Storage" website and the lettering on an exhibition bus that carries "Clever Storage" long distance, ensuring customer proximity.

The interiors of the Häfele design centres in all major cities in the country, the exceptional customer advisory service, training and the use of advertising material all have a clear goal: to support kitchen manufacturers and kitchen studios in successfully selling top-quality kitchens with the extensive implementation of the "Clever Storage" seal of approval. A sustainable marketing strategy because campaigns are not just checked for their effectiveness but also specifically promoted and continuously developed with new ideas. Here too, Häfele Australia has proved itself to be a particularly constructive partner.

According to Burkhard Schreiber, the presentation of the "Clever Storage Award 2014" is both a thank you to the Häfele team and an incentive to continue filling the successful "Clever Storage" strategy with life in the future.