**Successful Re-Start in the premium segment**

**Desirable top-end brand allmilmö returns with strength into the kitchen market.**

**Premium kitchens are produced in the German small town Zeil am Main nearby Nuremberg since 1965. Highest demands of design, materials and function are in the focus of product development and company strategy. The brand allmilmö combines trendsetting innovations, independent styling and highest quality. This has made the company of the same name a much sought-after partner for specialist retailers, for architects, real estate developers and interior designers – in other words for people with exquisite taste and distinct awareness of values. Repositioned the lower Franconian kitchen manufacturer continues production and expands its worldwide distribution activities offensively.**

The precondition for the successful relaunch was the foundation of the allmilmö Küchen GmbH & Co. KG in 2017. The already established distribution of the brand takes place via kitchen specialists in the well known prime quality “ Made in Germany”. Parallel to the project business the existing distribution channels of the export markets within the EU, Switzerland and Eastern Europe will be extended, also the market development in the middle- and far east will be strengthened.

**The design: puristic, ambitious, timeless, individual.**

The team of 70 is concentrating besides models with resistant laminate surfaces and the timeless appearing product group “Classic Art” especially on the style “ Modern Art”, which is clearly structured, handleless and minimalistic –also the elegant and individually characterized functional line “Design Art”.

The existing allmilmö program was just now innovatively complemented by newly developed, extraordinary surfaces with “Anti Fingerprint” or smart, optional design features for the whole program. Thus there is the modern cottage style door front “Design Art Ancona” in diamant – or high gloss lacquer. The Avantgarde model range “ModernArt” gets with “Smart Fineline” in diamant and high gloss lacquer an additional desireable unique selling point.

**The function: innovative, flexible, future-oriented, exclusive**

Exactly those characteristics represent the heart and the soul of an uncomparable allmilmö kitchen- and define its value from the middle to the top class accommodation, where only very few manufacturers can get themselves measured. Here fascinate the just mentioned Anti Fingerprint coatings “Opaco and Elephant Skin” with precious feel in deep black matt, impress exclusive interior systems with the filigree appearing “a.Box”, extraordinary combinations of materials of concrete filler, glass, veneer or precious woods with various lacquer versions do surprise.

The successful restart of the brand allmilmö assures also the high individuality of the models. Product development, production technology and sales take care of an exclusive customer support for the realization of almost every desire. The enterprise plans parallel to individual store concepts for the effective market penetration in the retail section a sales –oriented stepping-up exhibition presence.

The originally planned pitch at the „Küchenwohntrends“ in Munich and at the „area30“ in Eastwestfalia couldn`t unfortunately get realized due to the known Corona restrictions. The intended presence at the Cologne Living Kitchen is enduring and the „Eurocucina“ in Milano, Italy has been postponed to 2021.

**The marketing: progressive, service oriented, strategic**

The current situation about the exhibitions is, as well as for the whole kitchen industry and far beyond that, of course very regretful. Nevertheless does this situation, as Mr. la Cour emphazises, not change the fact that allmilmö concentrates in the future even more on kitchen models, which cannot be found at every corner.

As like many mature and demanding consumers, the upper kitchen specialist dealership wants and must stand out from the crowd to challenge disruptive upheavals successfully.What is therefore more suitable than the quality, reliability and services of the long-standing trusted partner allmilmö with its Top-End-Brand luxury kitchens!