**New showroom opening with successful in-house exhibition**

**Exclusive architecture lounge plus 28 display kitchens – premium supplier Allmilmö Küchen presents itself self-confidently**

**The kitchen manufacturer Allmilmö Küchen GmbH & Co. KG (Zeil am Main, Germany) opened its new factory exhibition at the end of September with a well-attended in-house exhibition. Over 100 trade partners with a focus on the 'premium segment' came in the first few days - in addition to guests from Germany, company CEO Johannes la Cour was able to welcome important sales agents from Austria, Great Britain, France, China and Lebanon. Also on the guest list: local decision-makers such as District Administrator Wilhelm Schneider or the mayor of Zeil, Thomas Stadelmann.**

Since September, the focus of the exhibition has been on the new product highlights – including the Opaco super matt surfaces and Lucido as their high-gloss alternative. With such high-quality solutions, Allmilmö repeatedly underlines its outstanding competence in architecturally designed colour, material and interior design, which was consistently honoured by all trade fair guests.

At the same time, trade visitors from the retail, design and architecture sectors are showing great interest in the areas of fittings and fronts. Last but not least, the monoliths, the incomparable island solutions for high-quality kitchens, with their innovative design and intuitive operability, characterise the now newly opened factory exhibition.

These monoliths can rightly be considered the central element in every Allmilmö kitchen. Mitres cut to 45° shape and enhance the usability and overall aesthetics. It is precisely this unique selling point that demonstrates the understanding of manufacturing and the craftsmanship of the kitchen specialist from Lower Franconia.

The sleek straight lines and clear look of all Allmilmö kitchens is supported by the handleless design of the new glass frame fronts, which can be opened with just a light tap thanks to the opening system “Air” with Tip-Tec. Air enables easy side, depth and height adjustment of the door and is equipped with an integrated push system for opening handleless furniture doors. Fitted on the top shelf and on the door, the fitting remains practically invisible. Thanks to the successful technical and design reduction, it is predestined for filigree framed glass doors.

The five current carcase interior colours in matching symbiosis with the characteristic A-box drawer system of the Allmilmö kitchens on display are worth highlighting. And this décor matching can even be extended to the fronts! Consistent harmony and congruence, overall and in detail - just as you would expect from a premium supplier

Since 21st September, Allmilmö has also been presenting fronts in twelve new colourways with "Dekton" - a material made from 20 natural minerals and rocks. The engineered stone is colour stable, resistant to abrasion, scratch and impact resistant, water and stain resistant as well as resistant to extreme temperatures and UV radiation. Allmilmö's Spanish supplier therefore offers a 25-year guarantee, which underlines the robustness of kitchen fronts coated in this way.

The new Allmilmö exhibition has been excellently received so far. For Daniela Preuß, member of the management of the kitchen specialist "Möbel Preuß", for example, the shop visit in Zeil was once again a great experience: "Today, we discovered a lot of interesting things for our customers in the beautiful in-house exhibition of Allmilmö," she posted immediately on the return journey to the home residence town of Neustrelitz (Germany).

Finally, the new architecture lounge - deliberately kept intimately dark with 67 square metres of floor space - is certainly worth mentioning. In addition to intensive discussions in an exclusive atmosphere, the focus here is on workshops and the material and surface world of Allmilmö.

Interested trade visitors have direct access to the company's modular system, can experiment with various a-box offers and create their own design collages. This is not the only place where the premium manufacturer Allmilmö demonstrates its tangible connection with Piet Mondrian, a Dutch artist of classical modernism who created incomparable masterpieces of abstract compositions.