**Häfele Discoveries off to a successful start**

**On new paths through the pandemic**

With its hybrid trade fair format, “Häfele Discoveries”, the international specialist for hardware technology got off to a successful start at interzum @home. The Häfele “spaceship” will be on the road until the end of the year. Its fellow travellers can get on board at any time and disembark at will.

In a virtual world, visitors experience the entire Häfele cosmos with all its innovations for 2021/22 astonishingly real. At the same time, the company presents itself at analogue road shows close to its partners around the world – of course, adapted to the respective pandemic situation.

**Live stage with a prominent cast**

“Häfele Discoveries”, the world of experience, opened on 4th May with a brilliant start. In addition to the editors-in-chief of the respected trade and furniture industry specialist media, BM and Möbelfertigung, Häfele has succeeded in bringing renowned thought leaders and experts from the industry to the stage. Their contributions can be viewed at any time after the interzum @home under https://discoveries.hafele.com/.

**On a journey of discovery in the virtual showroom**

Häfele Discoveries show the entire Häfele spectrum as well as all product ranges and services on a digital trade fair booth in 16 theme and product worlds. “We care” is a central Häfele motto here.

In the virtual showroom, Häfele innovations will be exhibited around the clock until the end of the year.

“The digital Häfele Discoveries platform is more reminiscent of a computer game than a virtual showroom. The visit is exciting and fun. You forget everything around you. You simply navigate through a planetary universe to be inspired,” reports an obviously satisfied visitor.

**More life per m2 and a firework of innovations**

Visitors to Häfele Discoveries can look forward to exciting content on the topics of functionality, light, acoustics, and networking as well as new products in furniture fitting and architectural hardware product range. In addition, there is plenty of inspiration for intelligent room solutions. You can visit innovative kitchen stagings, smart living and office spaces, as well as comfortable caravans with clever interior design solutions, to name just a few examples. The company’s visions of the future can also be experienced in lavishly staged micro-apartments and in hotels. You can visit https://discoveries.hafele.com/de from your desk or living room.

**Häfele Discoveries Innovations – Products and Services**

**Loox, Nimbus and Connect – light for furniture and rooms**

There is a lot of movement in the Häfele lighting range with its smart networking in furniture and rooms. The simple interaction of the high-quality components makes it possible. Loox5 by Häfele and the products of the subsidiary, Nimbus, e.g. the LightingPad Lounge, are now growing together on the 24 Volt platform.

With new services, the topic of light in the kitchen and other rooms receives a new impetus. Häfele is becoming a comprehensive “light furniture maker” that makes it easy for fabricators and dealers to plan popular furniture-light combinations.

As a service, Häfele has set up a production facility in which furniture accessories are manufactured ready-to-install according to customer requirements from a quantity of one. Here, flexible linear lights or complete drawers are created to fit the kitchen dimensions.

With Häfele Connect, light can be intelligently controlled using an app. Häfele partners from the joiners/cabinet makers sector and industry can easily open up new business areas because everything is thought out holistically and easy to plan and implement.

**Complete families of flaps, sliding doors, and drawers**

Häfele is completing its family of furniture flap fittings (Free), sliding doors for furniture and rooms (Slido), as well as drawers (e.g., Matrix) with a number of new products. Examples: New weight classes for the flaps, soft closing mechanism for Slido pivot/sliding doors, speech recognition for operation with Alexa and Google for the Slido Flush51 flush furniture sliding door system. There are also new configuration tools, concealed runners, and furnishing features for the Matrix family as well as designer shelves for kitchens. Häfele has also significantly expanded its range of services for individual sizes of furniture components, such as drawers, from a quantity of one.

**Häfele Dialock in furniture – the electronic access control system**

The new EFL 30 battery-operated furniture lock complements the product range in the Dialock electronic access control system by Häfele. It is the perfect solution for individual locking points and mobile furniture. EFL 30 can be easily integrated into the Dialock software and the Dialock Manager App in conjunction with all Dialock Generation 2 terminals. Its batteries have a service life of up to two years.

Dialock in furniture also offers: extremely simple configuration via smartphone, quick plug & play installation, combination of door and furniture locking, invisible installation.

**Häfele road show with innovations you can touch**

Anyone who would also like to experience the new products live can choose one of the locations of the “Häfele Discoveries” road show.

At this series of events, Häfele’s new products and services are also physically tangible to be experienced. The product and service experts will be presenting the Häfele highlights for 2021 live on site at the numerous subsidiaries and sales offices all over the world. This takes place adapted to the local pandemic situation in each case, and adhering to the required distancing and hygiene measures. The Häfele newsletter at https://www.haefele.de/newsletter provides all important information about the road show dates on site.

“Häfele Discoveries” will remain easily accessible from home beyond interzum until the end of the year. Visitors can still get in touch with specialist advisors via video chat and receive the necessary specialist expertise free of charge and without obligation.

Thus, everyone can be inspired analogue and digitally by the innovations of the industry and use them to the advantage of their company.

Further information is available from

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Captions:

100521\_fig1\_Haefele Discoveries.jpg

The digital “Häfele Discoveries” platform – Lobby area with CEO Sibylle Thierer.

100521\_fig2\_Haefele Discoveries.jpg

“We care” – the comprehensive services by Häfele were dedicated a separate theme world at the “Häfele Discoveries”.

100521\_fig3\_Haefele Discoveries.jpg

The Lighting Pad Lounge – a timeless composition of style, acoustics, and light, is particularly smart to operate with Häfele Connect Mesh.

100521\_fig4\_Haefele Discoveries.jpg

Häfele lighting expertise at its best. Room and furniture light grow together on the Loox5 24 Volt platform, very easily to set up via plug-and-play.

100521\_fig5\_Haefele Discoveries.jpg

Free space 6.15 makes the delicate flap fitting systems by Häfele fit for heavyweights in the wall unit.

100521\_fig6\_Haefele Discoveries.jpg

The EFL 30 battery-operated Dialock furniture lock can be easily integrated into the Dialock software and the Dialock Manager app.

Photos: Häfele

**Häfele** is an internationally organized corporate group with headquarters in Nagold, Germany. The family owned and operated business was founded in 1923 and today serves the furniture industry, architects, planners, joiners/cabinet makers as well as dealers in over 150 countries around the world with furniture fittings and architectural hardware, electronic access control systems and LED light. Häfele develops and produces in Germany and Hungary. In the 2020 financial year the Häfele Group achieved exports of 79% with 8000 employees in 38 subsidiaries and numerous additional dealerships around the world and revenue of over 1.39 billion Euros.