

## **“Feel at home” with Schüller and at Schüller**

Schüller Möbelwerk GmbH at the Küchenmeile in Löhne

Herrieden, 20-09-2025

**This year, Schüller Möbelwerk GmbH from Herrieden is all about its motto “Feel at home”. The company strives to be both an innovative partner and a reliable employer. At this year’s Küchenmeile in Löhne, this hospitable motto makes Schüller both tangible and visible in the form of a new company logo.**



The new logo shines invitingly in front of the main entrance to the company headquarters in Herrieden.

As an exhibitor at the trade fair, Schüller is presenting products full of innovative spirit, trend awareness and a sense of functionality. As a company, the Franconian kitchen furniture manufacturer is focusing on the services and quality that it offers to its partners.

The company motto “Feel at home” – which is also this year’s trade fair motto – aptly describes the 2026 collection too. The new fronts and worktops stand out for their warm colours, curved shapes and low-key patterns, which are reflected in the new rounded support side panels, for instance. Better planning thanks to more standard and fewer special solutions, as well as consistency with sand oak as a carcass interior colour, characterise the overall concept of Schüller’s new products for 2026.

## The new company logo – all the product brands under one roof and a home for partners and staff

The Franconian kitchen manufacturer was founded in 1966.

From the very beginning, Schüller has stood for top quality, individuality and suitability for everyday use. Growth is a key element. Over time, the boundaries between the umbrella brand Schüller, which is seen by the outside world as a company and employer, and the quality brand Schüller offering top-quality kitchen furniture, have become blurred.

The new company logo with the claim “Feel at home” and a house symbol has potential for greater clarity and distinction, as well as a stronger identity. The house stands for stability, home and sustainability. It is open and invites the onlooker to feel at home with Schüller. Furthermore, the umbrella brand is home to the product brands Schüller, next125 and Systemo.



Schüller's new company logo provides a roof over the heads of the three product brands.

## Design and dialogue unite in the new |s|a|c.

The new logo was aptly presented in time for the extensive overhaul of the Schüller exhibition centre s a c. in Herrieden. This overhaul once again emphasises Schüller's efforts to stay a step ahead. The aim of the refurbishment was to transform this meeting, communication, presentation and training venue into an inspiring, sensory experience. At the same time, the pavilion, which came about through the 'The Fireplace' collaboration with Francis Kéré, was rebuilt in the garden of the |s|a|c. This visionary exhibition concept not only shows visitors the broad range of products, colours and materials offered by Schüller's three brands, but also highlights quality aspects and services for retailers.



Seating in the showroom, soft colours and gentle curves create a feel-good atmosphere and invite visitors to linger.



For Milan Design Week 2024, Kéré designed a pavilion made of spruce trunks with a diameter of eight metres and a height of around six metres.

## Schüller shows initiative! Planning made easier for retailers

Schüller doesn't just advertise simple, tailored planning for the sake of it. Constant changes in the product range are proof of that. For example, a new sink unit in the perfect height for ceramic sinks as used in farmhouse kitchens. Units with two pull-outs and an interior drawer are now also available as standard items in the requested widths. For kitchens with two drains, the new collection provides an additional item for a double trap cut-out. The ordering system for support panel products and front materials has been improved too. This expansion of the product range has resulted in fewer special items and custom designs, making life easier for planners.

Schüller has greatly expanded its services this year with the revised TAK planning check. This AI-supported system tells planners in real time whether the planned unit and appliance combination is technically possible. Alternatives are shown on the spot. Unit, appliance and door overlaps are shown in colour and can be corrected immediately. This saves time and results in fewer planning errors. Furthermore, the program automatically creates a tailored sketch of the planned unit interior.

Through support tools like this, the company is once again highlighting its position as a reliable partner for kitchen planners.

## Everything from a single source

As far as its marketing package is concerned, Schüller can now offer even more! Alongside the brand JUNO, which is exclusive to Schüller and has now been in the range for ten years, even more highlights have been added.

A huge plus for retail partners: new appliance packages! JUNO has added two appliance packages with a top-quality appearance and premium features to its existing range. The two new appliance packages from AEG have also been perfectly compiled and are new to Schüller's marketing package. The practical combination of three or four appliances can be ordered under a single product number at a very attractive price.

A new addition is the innovative water treatment system line. The collaboration with Blanco and Quooker is profitable for retailers as it brings appealing systems to the portfolio, which of course also go perfectly with the specially designed base unit. Also new to Schüller's marketing package is the brand BORA. The name speaks for itself and the exclusive appliance available from Schüller is an excellent option. The Schüller hob unit has been specially designed for this appliance and is pre-equipped for installation.

This significantly strengthens Schüller's marketing package and is greatly welcomed by retailers. Acquiring everything from a single source streamlines processes, ensures planning reliability and makes coordinating delivery dates easier.

With a distinctive product range and a strong service offering, Schüller is committed to assuming responsibility and boldly leading the way together with its retail partners.

**The company**

Based in Herrieden in southern Germany, Schüller Möbelwerk GmbH was founded in 1966 and has evolved over the last five decades into a specialist for custom kitchens and 'Made in Germany' furniture. Around 170,000 kitchens are manufactured at the company site every year, which are sold in Germany and on international markets. 'Typical Schüller' is not just about its extraordinary depth of production; it's also about working with partners from retail, a clear focus on sustainability and a deeply embedded responsibility as a company. Since 2003, Markus Schüller, Max Heller and Manfred Niederauer have led the family-run company in its second generation.

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