

28 February 2024

Hettich and Utopia put a new spin on creative collaboration

Working in partnership, Hettich UK and Utopia are proud to unveil their first bathroom concept showcased within the UK, featuring Hettich's FurnSpin technology at the centre of this creative collaboration.

The Interzum 2023 award-winning, door-free concept will be demonstrated with concept models on Hettich UK's stand (R70) at KBB 2024, and at Utopia's showroom in Wolverhampton during a series of open house events in early March.

Conceived by Hettich, FurnSpin throws away the rulebook on cabinet design by revealing or concealing the contents of furniture with a simple 180-degree rotating movement. Perfected kinematics prevents any collision with furniture edges and cancels out centrifugal force to ensure that even light objects stay put.

"FurnSpin gives a glimpse into the possibilities of future furniture design," says Hettich UK marketing manager Jonathan Hunt. "As collective innovators in the sector, we and Utopia are presenting this concept to spark customers' imagination. We want to explore how FurnSpin can play a part in the future of high-end cabinetry throughout the home."

"Innovation is at the heart of everything we do at Utopia. We continuously look to inspire our customers and FurnSpin technology is certainly all about inspiration," says Utopia Head of Marketing Helen Clark. "We look forward to showcasing this new concept to our customers and continuing to work in partnership with Hettich UK."

About Hettich

Hettich was founded in 1888 and is today one of the world's largest and most successful manufacturers of furniture fittings. The company's headquarters are at Kirchlengern in the furniture cluster of East Westphalia. Hettich is represented by 24 subsidiaries in 24 countries and, among other products, develops, manufactures and sells drawer and runner systems, hinges, as well as folding and sliding door fittings. Megatrends like new work, digitisation and individualisation are changing the furniture industry. Fully aware of this, Hettich works together with some 8,000 members of staff in almost 80 countries to give the furniture industry future-proof solutions. With a new perspective, market-changing innovations and a virtually unlimited range of services, Hettich lets its customers meet all of tomorrow's challenges with optimism, creativity and a proactive approach. Promising "It's all in Hettich", the Hettich brand provides a comprehensive portfolio of

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