



<b>AEG</b>	<b>allmilimö</b>	<b>ALNO</b>	<b>ALTEC</b>	<b>Bollino Küchen</b>	<b>BASF</b> BASF LAMINAT	<b>BAU FÜR HAUS</b> Küchen- und Badmöbel	<b>Bauknecht</b> Küchen- und Badmöbel
<b>Beckermann® Küchen</b>	<b>berbel</b>	<b>BLANCO</b>	<b>blum</b>	<b>BOSCH</b> Lebende fürs Leben	<b>Brigitte® KÜCHEN</b>	<b>BVDM</b> Handelsverband Möbel und Küchen	<b>Compusoft</b> Küchen- und Badmöbel
<b>Dada</b>	<b>DANIELMEYER</b> Küchen- und Badmöbel	<b>Daten Competence Center e.V.</b>	<b>Dein Konfigurator</b>	<b>DEKKER</b> STUDIOLIN IN DER INTERIEUR	<b>DER KREIS</b>	<b>DOLKEN</b> Küchen- und Badmöbel	<b>DORN BRACHT</b>
<b>Dresselhaus® Küchen</b>	<b>EGGER</b>	<b>Einrichtung Partner RING</b>	<b>EK servicegroup</b>	<b>EUROPA MOBEL/VERBUND</b>	<b>ewe</b> ...auf neue Systeme für Sie	<b>EXPRESS</b> Küchen- und Badmöbel	<b>Fischer   HRM</b> Küchen- und Badmöbel
<b>F.I.T. Küchen- und Badmöbel</b>	<b>FOTILE 方太</b>	<b>FRANKE</b>	<b>GAGGENAU</b>	<b>GARANT KÜCHEN IDEAL</b>	<b>GOOS COMMUNICATION</b>	<b>gorenje</b>	<b>GRASS</b> Küchen- und Badmöbel
<b>GUTMANN</b>	<b>Häcker</b> Küchen-german made	<b>HÄFELE</b>	<b>Hailo</b>	<b>hansgrohe</b>	<b>Hettich</b>	<b>HMS Maass</b> Küchen- und Badmöbel	<b>möbel Küchenpool</b>
<b>homeier</b>	<b>hotspot titanium</b>	<b>Ideal</b>	<b>iea systems</b>	<b>illigell</b>	<b>INTERPICT IP</b>	<b>Küchen KING</b>	<b>KESSELHÖRNER</b>
<b>KIC</b> Küchen- und Badmöbel	<b>KitchenAid</b>	<b>Küchen KING &amp; Co. KG</b> Küchen- und Badmöbel	<b>KÜCHEN KARTEL</b>	<b>KÜCHENATLAS</b> Küchen- und Badmöbel	<b>DER KÜCHEN RING</b>	<b>Küchen Treff</b>	<b>Küppersbusch</b> Küchen- und Badmöbel
<b>Lechner</b>	<b>LEICHT</b>	<b>lemm</b>	<b>LIEBHERR</b>	<b>LINAK</b> WE IMPROVE YOUR LIFE	<b>Lindberg</b> Küchen- und Badmöbel	<b>MAGNA</b> Küchen- und Badmöbel	<b>MEDA</b> Gute Küchen
<b>MHK GROUP</b>	<b>Miele</b> IMMER BESSER	<b>Möbelschleifer Küchen- und Badmöbel</b>	<b>Möbelschleifer</b>	<b>MZE</b> Küchen- und Badmöbel	<b>Naber</b>	<b>NEFF</b>	<b>ninka</b> Küchen- und Badmöbel
<b>nobia</b>	<b>nobilid</b>	<b>NOLFF®</b> KÜCHEN + BADMÖBEL	<b>noite</b> KÜCHEN	<b>nova media train</b>	<b>Panasonic</b>	<b>PFELEDERER</b>	<b>pino</b>
<b>poggen pohl</b>	<b>POS HOMESERVICE</b>	<b>privileg</b>	<b>pronorm</b> Küchen- und Badmöbel	<b>rational</b>	<b>REHAU</b> Küchen- und Badmöbel	<b>Rempp</b> KÜCHEN	<b>RENNITZ</b> Küchen- und Badmöbel
<b>RESOPAL</b>	<b>Rieber</b>	<b>ROCKMANN</b> Küchen- und Badmöbel	<b>KÜCHENTECHNIK</b>	<b>RMTSOFT</b> Küchen- und Badmöbel	<b>kuhlmann</b> Küchen- und Badmöbel	<b>SACHSEN KÜCHEN</b>	<b>SALICE</b>
<b>samer</b>	<b>SAMSUNG</b>	<b>Schmidt GRUPPE</b>	<b>SCHOCK</b>	<b>SCHOCK</b>	<b>SCHOTT</b>	<b>SCHÜCO</b> Küchen- und Badmöbel	<b>schüller®</b> Küchen- und Badmöbel
<b>sedia</b> Küchen- und Badmöbel	<b>SHD</b>	<b>SieMatic</b>	<b>SILVERLINE</b>	<b>SIEMENS</b>	<b>smeg</b> Küchen- und Badmöbel	<b>CONSULTING STEINLE</b>	<b>stengel</b> Küchen- und Badmöbel
<b>STADLER VERLAG</b>	<b>systemceram</b>	<b>tielsa®</b> THE CONNECTED KITCHEN	<b>TÜV Rheinland®</b> Küchen- und Badmöbel	<b>UNION</b>	<b>VAUTH-SAGEL</b>	<b>VESTEL</b>	<b>Villmeyer &amp; Bock</b> Küchen- und Badmöbel
<b>VOGELSÄNGER</b>	<b>VOGT®</b> Leistung überzeugt	<b>Vöhringer</b> Küchen- und Badmöbel	<b>VZUG</b>	<b>WARENDORF</b>	<b>wellmann</b>	<b>WESCO</b>	<b>zeyko</b>

Association for Modern Kitchens

Arbeitsgemeinschaft

Die Moderne Küche e.V. (AMK)



## Association for Modern Kitchens (AMK)



AMK was founded in 1956 and is the trade and service association for the entire kitchen industry. 139 companies are members. They are all major manufacturers of kitchen furniture, electrical and built-in appliances, sinks, accessories, as well as suppliers, trade partnerships and service providers in the kitchen sector. AMK is active in these areas:

### Technology & Standardisation

Participation in the preparation and promulgation of standards, guidelines and regulations for kitchens to prevent costs attributable to defects and complaints

### Marketing & Public Relations

Stimulating demand for modern, custom-fitted kitchens

### Internationalisation

Internationalisation of AMK's association work, products and services – wherever this is of benefit to member companies – through the establishment and maintenance of an international network of associations and organisations

### Trade Fairs

Participation in the creation of ideal conditions in which to present the products of AMK members at trade fairs in Germany and abroad

Goal of AMK also is to stimulate the demand for custom-fitted kitchens and to give industry-wide and manufacturer-neutral support and promotion to companies active in the kitchen sector.

## "Kitchen Day" ("Tag der Küche")

- Coordinated, industry-wide activities to support the trade in the sale of custom-fitted kitchens
- Coordinated press and public relations activities across all media, including general press, daily newspapers, radio, TV
- Engagement of cross-marketing partners
- Date: Last Saturday in september





## Working group Marketing & Public Relations

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- Support the sale of fitted kitchens
- Strengthen communication between the different industry segments
- Develop strategies to counter price erosion and increase demand
- Improve cooperation between partners in our market sector
- Highlight how much value is in a kitchen
- Conduct fundamental research
- Ongoing press and public relations activities in support of the kitchen industry across all media, directed towards the specialist trade and consumers
- Events/campaigns
- AMK industry-barometer
- AMK Kitchen Companion



## Working group Sinks & Accessories

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- Addressing topics of particular relevance for the sinks and accessories sector and their incorporation into the AMK communications strategy
- Collection and distribution of information about topics relevant for the sinks and accessories sector
- Representation at the advisory board for transport packaging
- Discussion of trade-fair related topics



## Working group Technology & Standardisation

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- Update and ongoing development of the national standards (DIN) for kitchens
- active cooperation in European committee CEN/TC 207 "Furniture"
- active cooperation in International committee ISO/TC 136 "Furniture"
- Encouraging the exchange of technical information between the kitchen furniture, appliances and accessories segments
- Publication of AMKs recommendations and technical requirements
- Chipboard quality and guidelines of the European Association of Manufacturers of Foil-Coated Furniture (EFM) for the manufacture of foil-coated fronts

**AMK Technical Bulletins are available for the following topics:**

**AMK-MB 001:** Kitchen furniture - Surface temperatures - Requirements and measuring procedures

**AMK-MB 002:** Kitchen furniture - Raised installation of dish washers

**AMK-MB 003:** Particle board for kitchen furniture components - Screw withdrawal strength

**AMK-MB 004:** Plastic-faced flat hardboard sheets for kitchen furniture components

**AMK-MB 005:** Kitchen furniture - Humidity and climatic resistance

**AMK-MB 006:** Thermally coated foil fronts - Quality requirements

**AMK-MB 007:** Kitchen furniture - Quality requirements of kitchen work tops

**AMK-MB 008:** Kitchen furniture - Cooking environment and ventilation

**AMK-MB 009:** Kitchen furniture - Assessment of kitchen furniture surfaces



## Working group Internationalisation

- Assisting AMK members in their entry into emerging foreign markets
- Collection and distribution of information about foreign markets
- Spreading the European concept of the modern fitted kitchen in other countries
- Translation of AMK publications into different languages
- Organisation of information days on appropriate market-entry and marketing strategies for different countries
- Participation in and communication about international trade fairs

## Working group China

- Assisting AMK members in their entry into the Chinese market
- Collection and distribution of information about the Chinese market
- Introduction of the European modern fitted kitchen in China
- Supporting members of the working group with their public relations
- Promoting the European model of standardisation in China
- Translation of AMK publications into Chinese
- Development of an ideal trade fair platform for the modern kitchen



## AMK (Beijing) Consulting Limited

The AMK China working group was established in 2010 in order to support members actively in China. The group meets at regularly in Germany and in China.

In order to provide better on-site support, AMK (Beijing) Consulting Limited was established in Beijing in 2013. So member companies located in China have an on-site contact.

## Contact

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