

MHK
CHINA



» THE SMART WAY OF SELLING KITCHENS «

Prepare your business for take-off with this first class product and service system – the proven success model for selling kitchens

凭借我们一流的产品和服务开启您的商业版图 – 久经考验的厨房销售成功模式

Do you want to open a kitchen retail shop or complement your existing kitchen portfolio with a top quality German kitchen brand? Are you a kitchen appliance retailer wanting to take your business to the next level by offering a one stop kitchen buying experience for your customers?

If so, look no further. The answer is here in the form of MHK China kitchens, a modular system comprising high quality built in kitchens made in Germany, and a comprehensive range of business consulting services including state of the art kitchen design software. MHK China kitchens offers it all and comes with the support that only MHK, the European market leader in the kitchen business, can offer. As the recognised founder of this revolutionary kitchen selling concept, you have the best partners for business success:

- Exclusive kitchen brands DESIGNO, elementa and SELECTIV – made in Germany
- Business management consultancy covering the whole process and value chain, including logistics, shop concepts and training of shop and installation employees
- State of the art kitchen design software

您想开设一家厨房零售店，或者用高品质德国厨房品牌来完善您的产品组合吗？或者您已经拥有一家厨房电器的零售店，希望为您的顾客提供一站式的厨房购物体验，从而将您的业务提升到新的水平？

答案就在 MHK China 品牌！MHK China 厨房提供全套模块化销售系统，其中包括德国制造的高品质整体厨房产品、全面的商务咨询服务和最先进的厨房设计软件。获得MHK集团—公认的欧洲厨房销售领导者以及革命性厨房销售概念的创始人—全程鼎力支持。选择MHK China 品牌意味着，您将会拥有一个强大的合作伙伴与您共同走向成功。

- 独一无二的德国制造厨房品牌DESIGNO, elementa, SELECTIV
- 涵盖整个销售流程和价值链的商务咨询服务，包括从物流、展厅设计、到销售和安装人员的培训
- 最先进的厨房设计软件



MHK CHINA

» THE SMART WAY OF SELLING KITCHENS «

厨房销售的智能解决方案

MHK Kitchens –
tailormade for China's
needs



厨房品牌MHK Kitchens
为中国用户量身定制

Comprehensive business
consulting covering the
whole process and value
chain, logistics, shop
concepts and training



涵盖整个流程和价值链咨
询服务包括物流、展厅
设计以及人员培训

State of the Art
Kitchen Design
Software



最先进的厨房设计软件

MHK China – high quality kitchens made in Germany

Since its launch in 1970, the kitchen brand MHK China has been synonymous with the highest quality furniture. This family owned business is renowned for its values of diligence, honesty and passion, and that combined with its many years of experience in kitchen production means that the guarantee of German kitchen quality is in this versatile brand's DNA of MHK China kitchens.

MHK China offers not only the highest quality, but also flexibility, design variety and high functionality matching the needs of customers. But even more important than that: MHK China creates spaces for pleasure and enjoyment.

高端厨房、德国制造

自1970年推出以来，厨房品牌 MHK China 一直是高品质厨房产品的代名词。作为具有近70年厨房生产经验的家族企业，其品牌基因就意味着兢兢业业、诚信经营、和充满激情。

不仅提供最高端品质，而且注重设计和功能的灵活性和多样性，从而满足客户多样的需求。更重要的是，MHK China 希望为每一个用户创造舒适的厨房空间体验。

Quality:

We do not compromise on quality issues. Rigorous quality control and inspections are undertaken to ensure that the kitchens will function safely and reliably even after many years of use.

品质感

质量是我们绝不妥协的首要原则，严苛的质量监测使厨房在多年后仍可以安全可靠的使用。



Design:

The MHK China range is available in a wide range of materials, finishes and colors and therefore offers countless design possibilities. A diverse product range allows you to offer a strong and consistent good, better, best proposition, from entry models based on realistic reproductions to premium kitchens made with high-quality authentic materials. One of the characteristics of MHK China is its variety of high-quality design detail that is always evident during the consultation process; and the clever technical details that set MHK China apart are the icing on the cake.

设计感

材料、图纹以及颜色的多样性使得 MHK China 厨房产品具有无限组合的可能性。多样化的产品系列保证您可以给用户从优质到卓越不同等级的产品。MHK China 既有基于仿真材料制成的入门级厨房，也有使用高品质原装材料制成的高端选择方案，而设计巧妙的功能细节能够使得设计方案锦上添花。





Well Being:

With MHK China one creates a space of form and function that appeals to the senses and touches the hearts of people. Kitchens become an emotional place to feel good and happy in.

舒适感

由 MHK China 创造的设计与功能完美融合的厨房空间，让用户可以尽情享受烹饪带来的舒适和愉悦。

Flexibility:

One of the key features of the MHK China brand is flexibility. The available configurations with their many variants of cabinets and shelves offer planning and design options for any type of apartment or residential building. Based on the customer, his taste and his lifestyle, a bespoke kitchen can be designed and planned, whatever the available space and in a way that will suit the customer's needs.

灵活性

灵活性是 MHK China 品牌的一个核心特征，多种可选柜体和搁板的配置，可以为任何类型的公寓和住宅提供规划和设计选择。个性化厨房可以基于用户的品味和生活方式，为用户家特定的空间和人员需求进行定制化设计。



Sustainability:

Conserve natural resources, keep air and water clean and promote sustainability. These are the three pillars of responsible, ecological action that have been firmly anchored in MHK China kitchens for years.

环保性

保护自然资源，保持空气和水的清洁，促进生态可持续性发展是 MHK China 厨房生态文明理念的三大支柱，多年来一直牢牢扎根于心。

Technology:

The processing of the fronts, worktops, cabinets etc. and the refinement of the surfaces and edges are optimized for the process on fully automatic, computer-controlled machines. In combination with the hand finishing by qualified staff, the results are a precision that goes far beyond a „craftsmanship quality“. Quality made in Germany.

科技感

橱柜门板、台面、柜体等的加工以及表面和边缘的精细化处理，都是通过全自动计算机控制的机器实现的。结合资深工作人员的再优化，从而使产品精度远远超出预期。这就是德国品质。



Appliances and Accessories - experience intelligence and design

Whatever your customers' needs and aspirations, these can be met with the outstanding brands, innovative home appliances and top-class solutions that come with your MHK China kitchen. In addition to offering your customer a host of various designs, a wide choice of different functionalities and sizes are available too.

高端电器设备和配件 – 打造智能创意体验

无论用户需求和愿望是什么，都可以通过与 MHK China 厨房合作的优秀品牌及其创新的家电解决方案得到满足。除了为用户提供各种各样的设计以外，还包括各种不同功能以及尺寸的选择。



SIEMENS



Business Consulting Services – comprehensive and insightful

Business success is based on a solid and strategic business concept from logistics and the right store concept to the training of the sales staff and installation technicians. All these extensive services are part of MHK China kitchens, the modular product and service system. MHK China kitchens is not only about kitchens, it is a complete concept for success in selling kitchens in China dedicated to quality and tradition. It caters to the needs of your customers and therefore for your success.

商务咨询服务 – 全面、精准、透彻

商业成功是基于坚实的经营策略，包括物流、展厅设计、销售人员和安装技术人员的培训，所有这些服务都深入到MHK China 厨房模块化产品和服务系统之中。MHK China 厨房不仅致力于德制厨房的品质与传统，也致力于在中国推广厨房成功销售的理念，它满足了您用户的需求，也将带您走向成功。

- We advise you with passion and commitment in the areas of strategy and marketing. In doing so, we pursue a holistic consulting approach based on supporting our customers with know-how and do-how – from the first idea to successful implementation.
- Logistics effectively take place everywhere, and include more than transport, storage and handling. It's about intelligently planning and managing value chains. Logistics is a system that ensures an optimal supply of all required goods and materials within a company and across companies with customers and suppliers. We ensure the safe and on time delivery of kitchens directly from the German manufacturer.
- Tailored to your needs and according to the layout of your showroom we support you with our MHK China shop concept. If you want an individual layout or a shop in shop concept, we offer everything you need; highest quality and consistent brand communication guaranteed.
- We offer seminars and training tailor-made for you – for all your staff whether a shop assistant or kitchen designer to installation technicians.

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- 在市场战略和营销方面我们充满激情和责任，愿意为您提供全方位的商务咨询，以及从想法到具体实施过程中所需的所有专业知识和技术。
 - 我们具备包括运输、仓储及装卸的标准化智能物流管理系统，这条完善的价值链能够高效的覆盖到任何地方。厨房产品可以直接从德国制造工厂安全准时地交付到您的仓库，确保公司内部以及客户与供应商之间所需的货物和材料的最佳供应。
 - 为保证 MHK China 统一且高品质的品牌形象，我们会按照您的布局和需求提供定制化的展厅或者店中店的设计方案。
 - 我们还为您提供所需的定制化的培训课程，为您培训厨房销售人员、厨房设计人员和安装技术人员。

**State-of-the-art kitchen software
design support – intelligence you
will love**

最先进的厨房设计软件 – 爱上智能



The state of the art and TÜV certified software is user-friendly and enables beautiful computer aided kitchen designs to be created by the retailer for their customer while they wait. This state-of-the-art software has been used in the kitchen industry for over 30 years. Its functionality is based on a deep understanding of the market and sets new standards by allowing the creation of innovative design to meet customer needs efficiently and with flexibility.

With our online planner, the VR app and the virtual kitchen presentation, available at the touch of a button in combination with our Virtual Reality VR, we actively engage the end customers in the planning process. MHK China kitchens offers solutions for the entire process chain from the end customer to the retail customer, the industry back to the end customer.

Planned kitchens can now be displayed in three dimensions and in their actual size, so realistically they can almost be touched. The newly invented VR technology allows your customers to walk through their newly planned kitchen right away, alter it to their taste, love it and buy it!

The kitchen buying process has never been so easy and effective yet so emotive.

最先进的由TÜV认证的厨房设计软件具有方便操作的功能以及动态逼真的图像效果，可以帮助零售商有效设计用户家的厨房空间。这种软件已经在厨房行业运行了30多年，基于对市场的深刻理解，该软件能够高效灵活地满足设计师的需求进行创新设计，不断定义新的行业标准。

为了鼓励用户积极地参与厨房规划，我们的在线厨房设计软件让用户只需按下一键，VR技术可以为其呈现虚拟的梦想厨房。MHK China 厨房可以在从终端用户到零售商再到制造商的整条价值链上提供解决方案。

设计完成的厨房能够以三维立体的实景形式展出，用户通过VR技术可以立即实现漫步在其梦想厨房中触手可及的体验感，然后根据自己的品味修改直到满意并完成购买行为。

购买厨房从未如此生动并且简单高效。



Let your kitchen success story begin – take off with MHK China kitchens made by MHK

和 MHK China 一起开启您厨房销售的成功篇章 – 欧洲厨房销售领导者MHK

MHK Group AG is a modern service company, successfully uniting medium sized kitchen and bathroom retailers with key trade suppliers. With more than 2700 members across Europe, the MHK Group is the leading association for independent kitchen, bathroom and furniture retail professionals. The MHK Group has been supporting its independent members for almost 40 years, and over that time has developed a suite of specially tailored services and own brand concepts that will give the competitive edge and help achieve and sustain above average levels of success. Members benefit from access to these services and economies of scale normally only enjoyed by larger retailers.

MHK Group: Strength through association

- MHK Group operates in 8 countries and has a successful 39-year history
- We have over 2700 partners across Europe with a combined revenue of more than € 5,55 billion.
- In the recent past MHK Group was able to achieve a double-digit growth in revenues across Europe
- Our members have leveraged the benefits of membership to maximize their profits, gaining the competitive advantage

Success, quality and tradition are characteristics MHK stands for and which it is importing now – from Germany to China – for a bigger market share and more profit for you – simply for your success!

“Only services that have been perfected and developed to meet the needs of our members can lead to success,” as Hans Strothoff says.

MHK集团股份公司是一家现代化的服务企业，成功地将中小型厨房卫浴零售商和主要厨房卫浴产品供应商联合起来。MHK集团在欧洲拥有2700多家合作伙伴，是欧洲最大的厨房卫浴和家具零售专业人士的联盟之一。MHK集团近40年来一直致力于为旗下独立企业提供支持，并在此期间开发了一套专门的定制化服务，并推出多种自有品牌用于扩大竞争优势和保持优于市场水平的业绩。MHK成员企业通过与MHK集团的合作，也可以享有很多通常只有大型零售商可以获得的专业服务和采购条件。

MHK 集团：力量源于强强联合

- MHK集团至今在8个国家开展业务，拥有39年的成功历史。
- MHK集团在欧洲拥有超过2700家合作伙伴，这些合作伙伴的总收入超过55.5亿欧元。
- 近年来MHK集团在整个欧洲市场的收入保持两位数的增长。
- MHK集团的成员企业可以通过集团的采购优势使得利润最大化，从而在与大型零售商竞争中获得优势。

成功、品质和传统是MHK代表的核心价值观，现在MHK从德国来到中国，我们将全力帮助您获得更大的市场份额和更高的利润，从而取得更大的商业成功。

正如创始人Strothoff先生所说：“我们不断完善为成员企业提供卓越的产品和服务，因为成员企业的成功才是我们MHK集团真正的成功！”。



Become a partner of
MHK 
CHINA
the kitchen sale revolution

加入我们，MHK China
厨房体验厨房的销售革命

Achieving success with MHK kitchens

Your advantages as a MHK China kitchens partner are clear. Start benefiting from the diversity and quality of MHK China kitchens products and services made by MHK: state of the art built in kitchens from the MHK China brand, made in Germany, comprehensive guidance, finance and insurance services, a dedicated investment plan; but also logistics management as well as seminars and training for employer education - everything developed and managed by experts.

和MHK Kitchens厨房一起走向成功

成为 MHK China 厨房的合作伙伴优势是显而易见的，欢迎您成为 MHK China 高品质厨房和 MHK集团的合作伙伴！我们是真正的厨房专家：有先进的整体厨房品牌MHK China、德国制造的高品质产品、全方位咨询服务、金融和保险服务、针对性的投资计划、以及物流管理和人员培训课程。

Valuable synergies

With MHK China kitchens you are free to decide your own course, because you choose the degree of cooperation and concept that best reflects your specific requirements, aspirations and objectives. Furthermore with our high quality kitchen furniture, electrical appliances and accessories made in Germany we will ensure the best possible sales opportunities.

优势互补，强强联合

选择和 MHK China 厨房一起，您可以自由决定符合您需求和目标的合作方式和解决方案。同时也必然会凭借我们德国制造的高品质厨房家具、高端电器及配件创造更好的销售业绩。



Would you like your retail business to become a MHK China kitchens partner? If so, we are truly pleased that you are interested in our services. If you want to take off with us and become part of our success story, please get in touch:

现在您希望成为 MHK China 厨房的合作伙伴了吗？如果您对对我们的服务感兴趣，现在就联系我们，加入我们的团队，和 MHK China 厨房一起走向成功。

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