**SMART THINKING. TASTEFUL LIVING**

Kitchen manufacturer rational is sending clear

signals for 2018.

In its 55th year, the Melle-based company is bringing out numerous new products and repositioning its brand as the way forward.

Befitting the anniversary year, we have teamed up with digital artist Simon Huhn to create a work of art - "Corporate Art" - that not only reflects the company's history but also our expectations and demands on cutting-edge design and excellent performance.

"Art reinforces the identity and unique character of our brand while at the same time being a tool for shaping our corporate culture", explains Thomas Klee, rational's Managing Director.

The kitchen manufacturer's website has also been completely redesigned and its company logo modernised.

Winning the German Brand Award in the "Excellence in Branding" category this June shows that repositioning our brand is already bearing fruit; rational is now also involved in the German Design Council.

Since merging with the Snaidero Group, rational is now at home in two worlds – Germany and Italy. Whereas Melle provides the operating base for driving forward product development, marketing and sales, our high-quality kitchens are produced in Majano, Italy. "We see this split as a clear benefit for our customers, explains Marketing Manager Elke Pfeiffer. "Because particularly in the creative interplay between two cultures with their very own unmistakable characteristics and strengths, the result can be innovative and exceptional." And at rational, this is the key to marrying stylish elegant design with perfect, innovative functions and quality. Top proficiency combined with immense casual ease – Italian sensuality and German practicality.

This year too, the in-house exhibition is all about the "The Best of Two Worlds". rational is once again welcoming kitchen retailers and guests from home and abroad to attend Küchenmeile A30 - kitchen mile - from 15 to 20 September at our facility in Melle

Besides our kitchen classics, the company's 55th anniversary has also prompted us to bring out a number of new kitchen releases already presented with huge success at EuroCucina in Milan.

For instance, the *>55<* kitchen edition with the cutting-edge *luna* line-up featuring its "Acrylux" surface with stunning brilliance and impressive depth of colour, making it the perfect alternative to the familiar high-gloss lacquered surfaces. The shiny, shimmering Kubanit colour shade is combined with a warm walnut decor to create a rich contrast. A special edition guarantees sleek, clean-cut lines on unit fronts. Illuminated glass panels set everything off with stunning effect.

In the *cascade* kitchen edition, linear, geometric contours take centre stage; the base and wall-unit fronts feature exquisite, designer-style frames. Stainless steel and distinctively textured "Eucalyptus Vulcano" melamine provide a cool contrast. The "*Wool"* colour tone works particularly well at base-unit level. Striking worktops and plinth profile in high-tech DuPont™" Cosmos Prima" Corian® material surround both function islands, giving them an understated focus.

Combining all sorts of different materials, this kitchen edition creates an overall concept that exudes a modern, yet relaxed atmosphere.

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