



# KITCHEN SOLUTIONS

For the contract market

**keller**



# BEAUTIFUL, ATTAINABLE & SUSTAINABLE

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Beautiful and attainable have been our strengths since 1935 and still are! With a personal approach, Keller Kitchens can make something as subjective as "beautiful" both possible and attainable; for every project, and for every target group. CSR has been adopted as one of the strategic elements in order to achieve the right balance between People, Planet and Profit.

**That's how we make a difference.**



# CONTENT

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<b>Who we are</b>	<b>6</b>
Our story	8
Our mission	10
Our values	12
Our people	14
<b>CSR policy</b>	<b>16</b>
Carbon neutral production process	18
We support the SDG's	18
Our certificates	20
<b>What we do</b>	<b>22</b>
Our solutions for the contract market	24
<b>Keller kitchens</b>	<b>26</b>
Beautiful, inside & out	28
<b>Dutch Differentiation</b>	<b>34</b>
100% made in Holland	36
Leading kitchen factory	37
<b>Reference projects</b>	<b>46</b>



# WHO WE ARE

- + OUR STORY
- + OUR MISSION
- + OUR VALUES
- + OUR PEOPLE

# OUR STORY

With over 85 years of kitchen expertise, Keller Kitchens and its success story did not happen overnight. Since the company's foundation in 1935, Keller kitchens have found their way into hundreds of thousands of homes, both nationally and internationally.

In 1935 Gerard Keller, the son of a furniture maker, started a wood flooring business together with his brother, Henk. At first, they imported the floors but they quickly started manufacturing the products themselves. Due

to the scarcity of raw materials during WW II, they started making small pieces of furniture from railway sleepers. It was this persistence and creativity that got them through the war successfully. And that didn't go unnoticed...



Today, this is still the foundation on which Keller is based and on which the company has built such a great reputation in the international kitchen market. With experience and expertise in the business-to-business market, Keller designs and produces beautiful kitchens which are attainable for modern day clients; not only in the Netherlands, but also across the oceans. Ever since the eighties, Keller has been shipping kitchens abroad. Today, Keller's kitchens are being sold in the Netherlands, Belgium, Dubai, Egypt, France, India, Malta, Morocco, Oman, Portugal, Spain, Switzerland and the USA.

TOGETHER WITH HIS BROTHER HENK, GERARD KELLER STARTS THE PRODUCTION OF WOODEN FLOORS AND LATER FURNITURE.

## 1935

**1946**

Start production of kitchens for real estate projects

**1968**

Production moves to Roosendaal

**1983**

Start of export

**2004**

Expansion of logistics centre to 3.700 m<sup>2</sup>

**2010**

Integration with DKG Groep

**2017**

Carbon neutral production process

**2018**

Four CSR-certificates obtained

- + ISO 9001:2015 (quality)
- + ISO 14001:2015 (environment)
- + Level 3 on CO<sub>2</sub>-performance ladder
- + Level 4 on CSR Performance ladder

**2021**

Start building new head office DKG Group

**1948**

Start production of luxury kitchens

**1973**

Start of dealer network

**1996**

New 2.500m<sup>2</sup> distribution centre

**2006**

Increase in the number of machines

**2015**

Production moves to the new factory in Bergen op Zoom

**2020**

New DKG Inspiration Centre



# OUR MISSION

Although a lot has changed since 1946, our motivation remains the same. What drives the Keller team every day is making beautiful kitchens attainable; whether it's 1,000 kitchens for newly built homes, or five kitchens for a renovation project. That is the DNA of our company today - and has been since the very first kitchen.



## WHAT DRIVES US EVERY DAY...

This mission starts within Keller and is about the people. It's about how driven we are to make beautiful kitchens, no matter what the situation; every day. That's because everyone feels personally involved with customers, suppliers and with each other.

The kitchens are made with passion and it shows. It's also the enthusiasm with which Keller observes and accepts new challenges. This drive generates the energy to make beautiful kitchens attainable.

## ...IS MAKING BEAUTIFUL KITCHENS...

Beautiful is different to everybody. It's something personal. That's why we offer choices in styles, colours, details and finishes. It's how beautiful is made into something truly personal.

Beautiful is the standard, for every idea, every design and everything created. It was the standard in the past, it is now, and it will be in the future. Because the perception of what is beautiful changes with the years, Keller keeps track of new trends and technologies. It's one of the top priorities of the in-house design and product development team.



## ... ATTAINABLE.

Keller does not think that making beautiful kitchens is a challenge; but making beautiful kitchens attainable... that's a completely different story.

Now that's not something everybody can do. Trying to accomplish this ideal brings out the best - beautiful and attainable, for and with clients, designers and dealers.

Attainable means being surprisingly affordable for a lot of people who all have their individual wishes, needs and means - "surprisingly" because something which may be deemed impossible turns out to be attainable with Keller.



# OUR VALUES

Keller Kitchens is more than the products and services. The way the company conducts business is at least as important. It is defined by the values the company promotes. That is unmistakably Keller Kitchens. Together these values form the Keller Kitchens brand:

**alert, personal, attainable** and **beautiful**.

## ALERT

Keller Kitchens is a synonym for alert; the brand that keeps a keen eye on its surroundings, alert to design, looks and trends with an attention to detail. Alert to signs from clients and others, whether they are positive or negative, Keller picks up on these signs and acts upon them: making beautiful kitchens attainable. A sustainable policy is also part of being alert.



## PERSONAL

Keller Kitchens is a personal brand which pays close attention to personal wishes. Whether it's about taste, budget or service, Keller listens and looks for a solution to make beautiful kitchens attainable. This requires involvement, creativity and cooperation.



## ATTAINABLE

To make beautiful kitchens attainable, Keller Kitchens offers a wide range of models and colours in all sorts of materials and finishes. By developing the right mix of these elements, the individual dream kitchens will be designed to fit any budget, without compromising style or design.

## BEAUTIFUL

Keller Kitchens means beautiful. It's the brand that makes life and cooking in the kitchen more beautiful with every detail day in, day out. And, because beautiful is subjective, and means something different for everyone, the kitchens are offered in a choice of styles, colours, materials, details and finishes. That's how something that is subjective is made into something personal and beautiful.



# OUR PEOPLE

What drives Keller every day is making beautiful kitchens attainable...  
A beautifully formed mission can only become true when it's carried out in practice. To do that, you need people; the right people.

**Rob van Steen**  
Director



Besides the Benelux, Keller Kitchens has a dedicated team that focuses on selected high growth markets across the UK, North Africa, GCC, South Asia and certain parts of Europe. Highly skilled and experienced people take pride in going a step further in terms of uncompromising customer support - from pre-purchase expertise to support during and after sales. Combined with project know-how, Keller enables project partners to improve their sales and simplify their operational processes to provide the best possible service to their own clients.

The team of area sales managers are either natives of the country they operate in or have years of local hands-on business experience. This enables them to understand the core context of a client's business and translate this into customised service support to streamline business processes and increase sales.

"WE ACT AS PARTNERS TOWARDS OUR CLIENTS. OUR ONLY OBJECTIVE IS TO ADD CONSIDERABLE VALUE TO THEIR PROCUREMENT AND SALES PROCESS THROUGH OUR UNIQUE B2B MODELS AND PRODUCTS"

Orders are treated with high intensity diligence, whether it is a mass order of the same kitchen design or an order of customised individual kitchens. A standard delivery time of two to three weeks is ensured along with transportation and unwavering service support.

As the only European kitchen brand specialising in the business-to-business (project) segment, Keller provides one-stop solutions. With highly tailored and competitive business models for the contract markets the company operates in, it can provide you with services ranging from consulting and strategizing in addition to product needs.

Keller Kitchens knows the challenges that come with the ever-changing residential real estate development industry and continues to invest in knowledge and being on par with the latest industry trends and developments.



**Bas de Wit**  
Commercial Manager  
The Netherlands



**Bas van Hoof**  
Commercial Manager  
Belgium & Luxembourg



**Tim Span**  
National Sales Manager  
UK



**Bart Hergaarden**  
Commercial Manager  
DKG International





# CSR POLICY

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- + CARBON NEUTRAL PRODUCTION
- + WE SUPPORT THE SDG'S
- + OUR CERTIFICATES

# CARBON NEUTRAL PRODUCTION PROCESS

Beautiful and attainable are not only Keller's brand values; the ethos steers every decision made. The values also extend to the environment. For this reason, CSR is incorporated into the company's strategic focus. It's the only way Keller can provide the perfect balance between People, Planet & Prosperity. The results of this decision are clearly noticeable. It's the reason why Keller Kitchens, since April 2017, has a carbon neutral manufacturing process. This is the result of both carbon reduction as well as carbon compensation.

## CARBON REDUCTION

This is how CO<sub>2</sub> emissions are reduced:

- + Waste wood is turned into energy.
- + Waste separation at source.
- + Invalid products are recycled.
- + 8,000 solar panels on factory roof.
- + Energy-efficient LED lighting.
- + Sustainable transport.
- + Fully electronic lease fleet.



## CARBON COMPENSATION

Keller compensates for the CO<sub>2</sub> emission levels that remain after the modern and green production process, by participating and investing in eco-friendly projects:

- + Forest protection
- + Wind energy
- + Carbon farming



## SUSTAINABLE PRODUCT & PACKAGING

- + Water based lacquering and staining.
- + Sustainable packaging.
- + Chipboard & MDF fibreboard meet E1 & formaldehyde emission requirements.
- + Laser edge technology reduces the use of glue dramatically.
- + Ask for our FSC® certified kitchens\*
- + Development of a fully circular kitchen.

\*FSC® C103968 / only available when chain of suppliers is FSC-certified



## SUSTAINABLE DEVELOPMENT GOALS



## SUSTAINABLE DEVELOPMENT GOALS

In the past decades we've developed a sustainability strategy which has resulted in Keller being at the forefront of sustainable processes. For us it doesn't end here. We continue to work on new, ambitious goals. One of these ambitions is to link our CSR goals to the 17 sustainable development goals of the UN.

# OUR CERTIFICATES

Keller is working hard to make a change - to use less energy and less raw materials, plus to make the transfer to more sustainable alternatives without compromising quality or service. These initiatives don't just influence but define the way we do business. As proof that hard work and ability to change pays off, we have received several relevant certificates.



## CO<sub>2</sub> PERFORMANCE LADDER LEVEL 3

This certificate underlines that the company's carbon footprint meets the international standard and that important steps are taken to reduce our carbon output to a minimum. The certificate "CO<sub>2</sub> Awareness" is a confirmation that Keller plays an active role in cooperating with local business.



## ISO 9001: 2015 QUALITY MANAGEMENT

When it comes to quality, the company keeps paying close attention to the latest developments and adapting them to kitchen manufacturing and business processes. By listening closely to the needs and wishes of clients and other stakeholders, services are being improved continuously. This has led to shorter production and delivery times among other things. With cameras and scanners, and by doing tests and assessments at an early stage, the risk of mistakes is limited and the highest quality possible attained when making customised products.



## ISO 14001: 2015 ENVIRONMENTAL MANAGEMENT

The 14001 certificate is a confirmation of the systematic way of identifying, prioritising, controlling and improving environmental aspects. Keller takes responsibility for the effects their activities have on people and planet. Continuously improving processes is an important part of the certificate. That's why cleaner technologies are employed - such as energy efficient packaging machines that reduce cardboard waste and a fully electric car fleet since 2020.



## CSR PERFORMANCE LADDER LEVEL 4

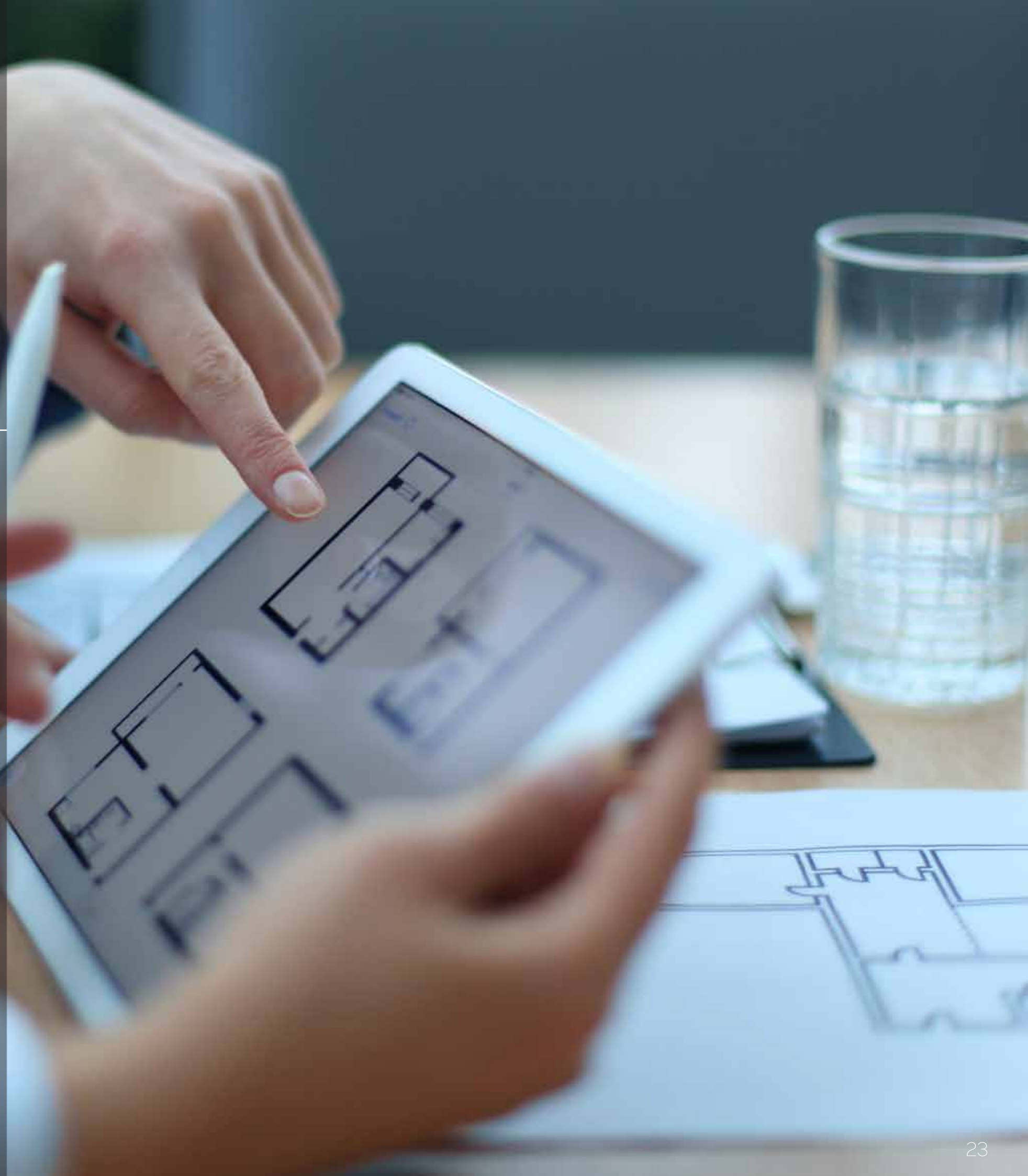
The CSR performance ladder is based on the ISO 26000 guideline which manages the international guidelines for sustainability and combines it with stakeholder management and GRI (indicators & reporting). It tells a lot about the role outside of an organisation. By working intensively with various stakeholders in the supply chain intensively, Keller plays an important part in the balance between People, Planet & Profit.



# WHAT WE DO

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- + OUR SOLUTIONS FOR THE CONTRACT MARKET
- + EXPERIENCED IN EXPORT
- + FOR EVERY SEGMENT OF THE CONTRACT MARKET
- + STRATEGIC PARTNERS



# OUR EXPERIENCE

Personal kitchens can be realised for every project, whether it's five kitchens or 1,000. That is why we have an attractive, extensive programme which is fully geared for the contract market. With a unique business model, and years of experience, we can design, manufacture and deliver complete kitchens for any project.



## Over 85 years of experience

The success of Keller kitchens did not appear out of the blue. Since our start in 1935, our high-quality kitchens found their way into hundreds of thousands of homes. Today, based on many years of experience and expertise, we are creating contract kitchens for our demanding clientele. And that is why Keller occupies a firm position in the top 10 of leading European kitchen manufacturers.

## Any project, whether it's five or 1,000 kitchens

Personal kitchens are created for every project. With vast know-how, a personal approach, and a state-of-the-art factory, Keller produces personal kitchens for every buyer and delivers them to each specific apartment. For Keller, manufacturing and delivering 1,000 unique kitchens for the same project is as simple as making five identical ones.



## Personal kitchens for every segment

Every project is different; the location, the target group and the price segment. With Keller, you can offer personal choices for any segment. We have an extensive expertise and experience in different contract segments in the Netherlands and abroad, e.g.

- + Investors real estate
- + Social housing/rental properties
- + Leisure market
- + Student housing
- + Nursing homes



## Experts in export

The Keller kitchen factory in Bergen op Zoom is only 40 minutes from Rotterdam Sea port. In 1983 Keller started exporting Keller Kitchens to the United Kingdom. Since then, the popularity of Keller Kitchens has crossed many borders. Keller kitchens now are sold on four continents. Our customer support department therefore has a broad experience in preparing logistics and customs.



## Strategic partners

We only work with a selected network of strategic partners. This way, customers are assured that design and installation of the kitchens are according to the highest standards.

We will gladly introduce you to one of our contract partners in your area.



# KELLER KITCHENS

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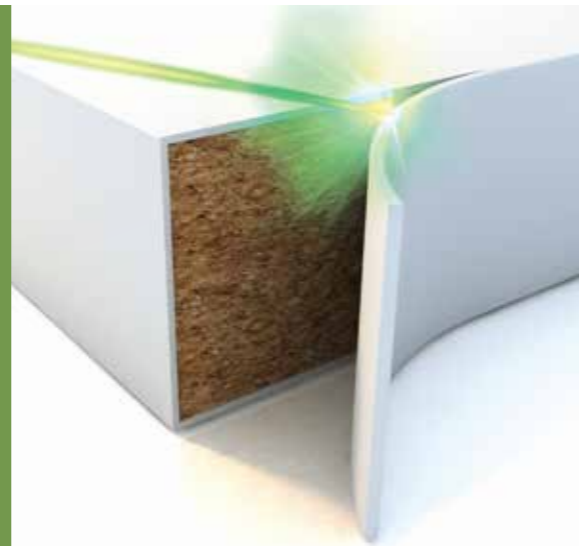
- + BEAUTIFUL OUTSIDE
- + BEAUTIFUL INSIDE
- + KELLER COLOUR COLLECTIONS
- + CUSTOMISATION

# BEAUTIFUL INSIDE & OUT

## LASER EDGING

The average kitchen has a lot to contend with. It is exposed to moisture, heat and intensive daily use. Well finished fronts can significantly extend the service life of the kitchen. Keller uses laser edging on all door fronts.

This high-end technique uses an efficient laser to melt the edge band to the front creating an all-round seal. As a result, the door fronts look sleeker, are easier to clean and above all, are protected against moisture, mould and other perils such as insects. In fact, the company is so confident, all kitchens come with a five-year warranty.



## INTERIOR IN COLOUR

Keller takes the extra step in designing kitchens. No matter which model or colour you prefer for your project, Keller offers the choice of three interior colours.

Not only the inside of the cabinet, but also its shelves and the bottoms of (pan) drawers will be provided in the chosen colour. Available interior colours are white, mist and graphite.

Interior fittings such as swing out shelves or (pan) drawers will be matched to the colour of the inside of the carcass and are finished in light grey or anthracite.



## STANDARD FEATURES

- + Base units with closed top.
- + Aluminium bottom in sink units for protection against moisture.
- + Technical space behind cabinets for ventilation & piping.
- + Hidden hanging brackets for wall cabinets.
- + Adjustable legs for optimal working height.

## ONLY THE BEST MATERIALS & TECHNIQUES

- + 19 mm doors.
- + Blum® (pan) drawers for durability and stability.
- + Dynamic carrying capacities of 30 and 50 kg.
- + Feather-light glide through nylon drawer runners.
- + Optional design elements like glass box sides and cutlery trays.
- + Blum® CLIP top BLUMOTION hinges with softclose technology.
- + Single line Tip-On technology.



## WALL UNITS WITH FRONT MATCHED TOP & BOTTOM

When a colour is selected, the complete cupboard should be in colour; not just the doors. That's why at Keller, the top and bottom of wall units are of the same colour.

# BEAUTIFUL INSIDE & OUT

## HORIZONTAL & VERTICAL HANDLELESS

An attractive look is determined by the eye for detail. That is why the handleless Keller kitchens are truly handleless in every aspect; not just horizontally but also vertically. This way the effect of minimalist design is not interrupted in any way.



## LACQUERED HANDLE TRIMS

For a finishing touch, the handle trims of the handleless kitchens are available in the nine colours of the MASTER collection, the 1,950 colours of the NCS range and five metallic lacquer colours:

- + Gold
- + Copper
- + Bronze
- + Titan
- + Gun Metal

LACQUERED HANDLE  
TRIMS AT NO  
ADDITIONAL COSTS.



## 3D MELAMINE

3D multi-layered melamine with synchronised pores is one of the most popular project solutions. By using this technique, decors are created that cannot be distinguished from the real material, like wood, concrete or marble. The top layer in phenolic resin makes the material scratch resistant and easy to clean (in comparison with real wood or lacquered materials).

## GRID 130 DIMENSIONS

Keller offers innovative grid kitchens, whereby the horizontal dimensions are made up of multiples of 130 mm. The standard grid 130 units have an expanded cabinet space, an optimised working height and a sleek design because of the lower plinth.



## REAL WOOD

Wood is beautiful, warm and versatile and is widely used in contemporary kitchens and interiors. Keller has a wide range of wood and wood veneers in sleek and shaker models with options for coarse or fine wood structures. For the finish, you can choose from nine stain colours and no fewer than 1,950 lacquer colours in matt, structured and satin lacquer.



# BEAUTIFUL INSIDE & OUT

## KELLER COLOUR COLLECTIONS

The Keller Colour System is a kitchen concept in which all our models, colours, materials and finishes are clearly and comprehensively arranged in three collections:

### MASTER collection

The Keller MASTER collection consists of nine modern uni-colours which are available in seven different finishes. Besides this, the range has matching carcass and plinth colours. Because every model is available in these nine colours, you can choose any front in a more favourably priced material without colour difference.

### COMFORT collection

The Keller COMFORT collection is our most extensive range. To give your kitchen that "personal touch" you can choose from 1,950 matt, structured, silk gloss and high gloss lacquers.

### TREND collection

The Keller TREND collection is a modern contemporary colour range.

HAVE A LOOK AT OUR  
COLOUR COLLECTIONS



## AFFORDABLE CUSTOMISATION

With our balanced kitchen range as a base, we can fulfil almost any personal wish you may have. A bespoke fitted kitchen also means one which fits your budget. We do this by offering options. Options in materials, more expensive or cheaper, but always without compromising the kitchen's design. Our extensive range of materials and finishes makes sure we can always find a solution in any price group. A comforting thought for those seeking the balance between beauty and price.

HAVE A LOOK AT OUR  
RANGE OF MODELS  
AND COLOURS



## UTILITY ROOMS

Our programme of kitchen elements is broad and versatile, which enables many possibilities for customisation.

In addition to customised kitchen and living designs, our cabinet programme is also suitable for beautiful pantry setups.



# DUTCH DIFFERENTIATION

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- + Leading kitchen factory
- + 100% made in Holland

# 100% MADE IN HOLLAND

Keller has been making kitchens from its own factory for more than 85 years. Opting for a Keller kitchen is opting for Dutch craftsmanship and quality.

You can be sure of a product that is produced with care and attention for people and the environment.



WATCH OUR CORPORATE VIDEO

LASER FLEX



LACQUER DEPARTMENT

FULLY AUTOMATED PANEL FEEDER



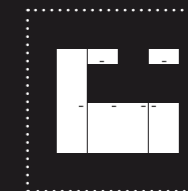
56,000

Keller's manufacturing facility is one of Europe's largest and most modern, covering over 56,000 m2.



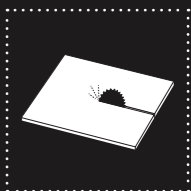
25,000

Each week 25,000 kitchen doors are pre-assembled.



2,500

In the factory, Keller manufactures an average of 2,500 kitchens per week.



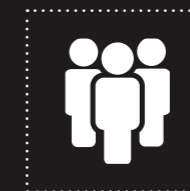
16,500

The panel cutting saw processes 16,500 parts a week.



6,000

The dedicated assembly line can assemble 6,000 cabinets per week.



300

The manufacturing work force of 290 FTE makes sure the process goes quickly and is continuous.



250

250 trucks leave the manufacturing facility each week, delivering quality kitchens to satisfied clients.

# REFERENCE PROJECTS

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# REFERENCE PROJECTS



## Jumeirah Gate, Dubai, UAE

Client: Meraas Development/ASGC  
Qty.: 975  
Model: Handleless, lacquered in  
Magnolia

## Avani Hotel, Oman

Client: Avani  
Qty.: 45  
Model: Acacia vertical



## Express Exclusive, Chennai, India

Client: Express Infrastructure Pvt Ltd  
Qty.: 92  
Model: Rough Oak Grey Melamine

# REFERENCE PROJECTS



## Blue Waters, Dubai, UAE

Client: Meraas Development/ASGC  
 Qty.: 96  
 Model: Handleless, lacquered in  
 NCS colour



## Medical Centre, Dubai, UAE

Client: Meraas Development/ASGC  
 Qty.: 71  
 Model: Elba, melamine



## Lilac's Garden, Tetouan, Morocco

Client: Project Solutions S.A.R.L.  
 Qty.: 1200  
 Model: Elba, melamine

# REFERENCE PROJECTS

## Canaletto Tower, London, UK

Client: Orion Capital Manager L.L.P.  
 Qty: 172  
 Model: Handleless, lacquered



## City Walk, Dubai, UAE

Client: Meraas Development/ASGC  
 Qty: 501  
 Model: Handleless, high gloss synthetic



## Grand Windsock Resort, Bonaire, the Caribbean Netherlands

Client: Haafkes  
 Qty: 68  
 Model: Elba, melamine



# REFERENCE PROJECTS

## Corendon Village Hotel, Amsterdam, the Netherlands

Client: Corendon  
 Qty.: 300  
 Model: Evia, ultra matt titan & snow



## Floor, Amsterdam, the Netherlands

Client: a.s.r. real estate  
 Qty.: 162  
 Model: Handleless, ultra matt snow



## Lee Towers, Rotterdam, the Netherlands

Client: TB3 Eindhoven  
 Qty.: 420  
 Model: Handleless, ultra matt carbon





# REFERENCE PROJECTS

## Compass House, Stanmore, UK

Client: Kitchens Continental  
 Qty: #  
 Model: ....



## Bunkertoren, Eindhoven, the Netherlands

Client: SPF  
 Qty: 182  
 Model: Evia, ultra matt carbon



## Project NOW, Utrecht, The Netherlands

Client: Syntrus Achmea Real Estate & Finance  
 Qty: 487  
 Model: ....



**Keller Kitchens**  
[www.kellerkitchens.com](http://www.kellerkitchens.com)

Keller optimises the product range constantly. Models, colours and specifications can therefore change over periods of time. Although this brochure was made with the utmost care, images portrayed here can differ from the actual product. No rights can be derived from the information provided in this brochure. Keller Kitchens is not responsible for any misinformation, alteration or printing mistakes this brochure may contain.

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