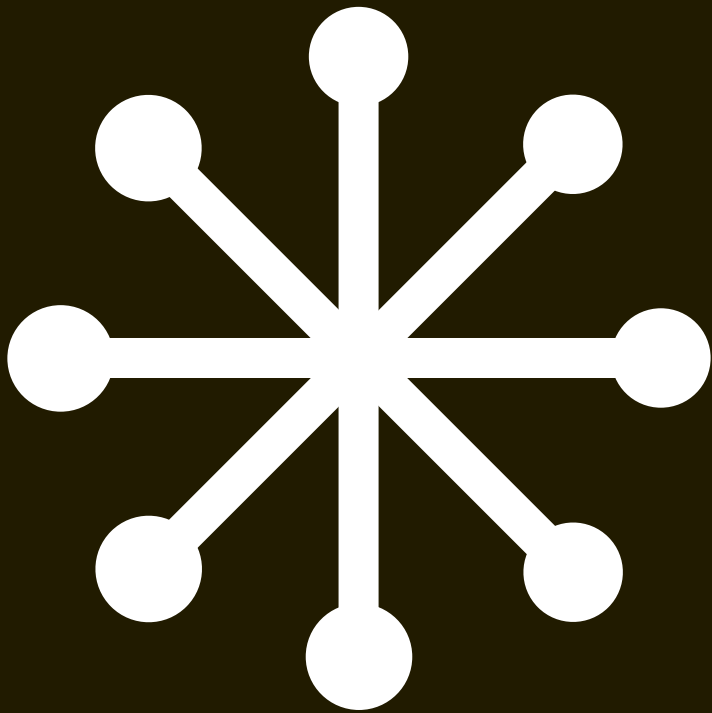


Authentic kitchen
Made in Germany

THE BRAND



next125

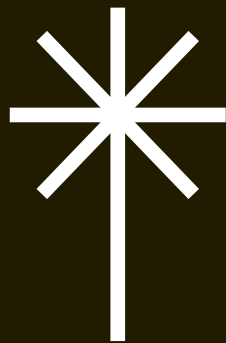
**DESIGN AND QUALITY
MADE IN GERMANY**

**CREATIVE
AND INNOVATIV**

**MINIMALISTIC
AND TIMELESSLY ELEGANT**

**INSPIRED BY
THE BAUHAUS**

**DESIGNED AND MANUFACTURED
IN GERMANY**



W e l c o m e

HERE FOR YOU

THE ORIGIN OF THE NEXT125 BRAND goes back to a courageous decision. In questioning the norm, we created a completely novel product concept in 2001 with which we intended to drive forwards the development of kitchen design by a generation. Our goal was to be able to provide premium kitchens based on the metric 125 mm grid. The step was and is – as we know today – unique for the market.

ORIGINATING FROM THE FIELD OF ARCHITECTURE, THE 125 MM GRID has become the characteristic design feature and namesake of the next125 brand. Thanks to the trend-setting design concept, product quality and excellent price-performance ratio combined with agile marketing, next125 quickly established itself as a young, elegant premium brand.

ITS POPULARITY AND CONTINUAL GROWTH confirm that we're on the right path. But another thing that's characteristic of next125 is our willingness to help our retail partners.

YOURS, MARKUS SCHÜLLER

next125



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next125

THE APPROACH

AUTHENTIC_



___KITCHEN



THE PREMIUM BRAND

NEXT125 IS AN INTERNATIONAL PREMIUM BRAND. Our kitchens are characterised by attention to detail. Inspired by the values of the Bauhaus movement, we combine craftsmanship, technology and architecture at the highest level with the latest industrial manufacturing techniques. This enables us to create exceptionally elegant kitchens for design-conscious customers in the mid and upper market segments with a desire for outstanding quality and excellent value for money.

NEXT125 STANDS FOR ICONIC KITCHENS AND FURNITURE WITH OUTSTANDING DESIGN: For creatives with an eye for special design and quality.

THE BRAND STANDS FOR AUTHENTICITY AND ORIGINALITY, with the kitchen as the beating heart of home life. Function and quality are brought to the forefront. next125 stands for exquisite kitchens and furniture with a focus on sustainable design and materials. The brand has a design language that is contemporary, straightforward and precise with great emotional appeal.

AUTHENTIC KITCHEN EXPRESSES ALL OF THIS

NX 510

The current next125 campaign kitchen

THE NEXT125 DESIGN PRINCIPLES

TECHNOLOGY

Technologically speaking, next125 kitchens are state of the art. The same goes for our innovative production method, which allows us to produce excellent quality in an economical way, giving your customers a favourable price-performance ratio.

PRECISION

next125 kitchens embody maximum precision. They're characterised by clear lines, exact edges and excellent workmanship. Our kitchens are characterised by love of detail.

FUNCTION

For next125 kitchens, form follows function. Fit for purpose and meeting demanding design requirements. This is demonstrated by the ergonomic concept and the clever organisation of the inner workings and procedures.

CREATIVITY

The development and construction of next125 kitchens base on intuition, inspiration and experience. The driving force behind this is the courage to question the conventional in order to consistently arrive at the unprecedented.

EMOTION

With next125 kitchens, we aspire to create spaces of a form and function that appeal to the senses and that people tangent. The kitchen as an emotional space for well-being and happiness and a living space for enjoyment and delight.

REDUCTION

next125 kitchens are reduced down to the essentials. Our design concept is based on an architectural feature of the metric grid. It's unmatched in terms of tranquillity and structure. By combining authentic, high-quality materials and distinct shapes every time, we create timelessly beautiful kitchens.

ELEGANCE

next125 kitchens are characterised by their aesthetics and elegance. Using our independent design, we take conscientious new approaches to the kitchen as a living space. This is how we create kitchens that are pioneering and set long-lasting trends. The success of our philosophy is evidenced by a range of international design awards.

THE PRODUCT

FROM A PASSION FOR DETAIL

THE VISION TO CREATE EXTRAORDINARILY ELEGANT KITCHENS that are inspirational through their innovative functionality and fair price is what drives us forward. Outstanding design, precise workmanship and authentic, high-quality materials: a passion for detail can be felt in every kitchen.

THE NAME NEXT125 COMES FROM THE METRIC GRID SIZE OF 125 MM and ensures that the working height, storage spaces and aesthetics are ideally optimised. With the grid—the height of a drawer to be specific—the components are perfectly compatible with one another. This flexible modularity results in a design language that is contemporary, straightforward and elegant with great emotional appeal.

NEXT125 STANDS FOR ALL OF THIS.





NX 510 — NX 640

125 MM



THE NAME NEXT125 SETS IT: the kitchen is built around a grid measure of 125 mm such that a perfectly optimised combination of working height, storage spaces and aesthetics can be achieved.

WITH THE ERGONOMIC REQUIREMENTS OF MODERN-DAY KITCHEN USERS IN MIND, next125 developed the carcass height of **75 cm** (6-fold grid size) and **87.5 cm** (7-fold grid size). An additional size of **81.25 cm** provides even more scope during the design process. The homogeneous appearance is retained thanks to the uniform grid for the fronts.

CERAMIC

VENEER

THE SELLING POINTS

DESIGN LANGUAGE

CUBIC SHAPES
CLEAR LINES

AUTHENTICITY

CERAMIC, GLASS, SENSIQ
VENEER
COLOUR CONCEPT

PERFECTION

NARROW SUPPORT PANELS AND MATERIALS
FRAME WORKING FOR GLASS, CERAMIC AND SENSIQ

FUNCTIONALITY

THREE HEIGHTS
SINGLE LINE
CONSISTENCY

SPECIAL FEATURES

GLASS FRONT PIECES FOR INTERNAL PULL-OUTS
RECESSED HANDLES
UNIQUE DESIGN ELEMENTS

GLASS

SENSIQ

SPECIAL FURNITURE

THE

THE COOKING TABLE

A VERY SPECIAL KITCHEN ISLAND
An element connecting the kitchen and living room.



ICONS

THE POCKET SYSTEM

MASTER HIDE-AND-SEEK

A piece of lounge furniture when closed and brimming with functionality when open.



THE GLASS DISPLAY UNIT

FOR COLLECTORS

Perfectly showcasing treasured items.



THE TROLLEY



THE STAR OF EVERY KITCHEN
A modern serving cart with plenty of storage space.

SPECIAL FURNITURE

DESIGN

THE SIDEBOARD



THE PIECE FOR ALL OCCASIONS
A real eye-catcher for stylish living.

AWARDS

OUTSTANDING DESIGN FOR INSPIRED CUSTOMERS



reddot winner 2023

A STRONG SELLING POINT: OUTSTANDING DESIGN

The cooking table, the glass display unit, the trolley, the panel system and, most recently, the next125 sideboard and our new brand identity as the winner of multiple awards in world-renowned design competitions.

WE LOVE KITCHENS! The next125 creative team works every day to implement the next125 design philosophy into products that are as ambitious as they are practical in everyday use. Every kitchen is gifted with the next125 DNA down to the smallest detail. We've been awarded numerous design prizes for our diverse endeavours – evidence of the unmatched design and continual innovative drive of the Herrieden-based premium brand.

WHAT'S MORE, NEXT125 WAS ONLY RECENTLY AWARDED THE GERMAN BRAND AWARD. This is not just an award but will also increase the demand you receive.

THE NEXT125 SIDEBOARD

Winner of the Red Dot Design Award 2023

NEW



LOOK



NX 670 — NX 912



THE NEXT125
BRAND FILM

YOUR STRONG BRAND

next125
authentic kitchen



LOGO, ILLUSTRATIONS, COLOURS AND FONT
The iconic core of next125's new brand identity

SUCCESSFUL BRANDS ARE PARTICULARLY CHARACTERISED BY THE FACT that they're unmistakable and raise their awareness in the minds of consumers through positive distinguishing traits. With next125, we're always recognisable, authentic and unique. You can also benefit from the strong image that consumers have of next125.

THE LOGO: The linchpin of the brand aesthetic is the logo. By confidently placing letters and numbers on the same level, the new design is more attention-grabbing, compact and straightforward. The striking initial "n" in particular achieves recognisability with its serif and lends itself very well to various channels of communication.

TYPOGRAPHY: Maison Neue Extended is used for both print and digital media. It can be used in either black or white, depending on the chosen background.

COLOURS: Black and white are the primary brand colours for next125. The brand colours are used for lettering, illustrations and backgrounds. The aesthetic is rounded off with powerful accent colours.

IMAGERY: Imagery was also part of implementing the corporate design. It's important to have a minimalist look that allows the products to speak for themselves. Another significant aspect was the protagonists that are full of character. Light and shadow, life and depth of space – these attributes achieve a captivating atmosphere. The architecture of the rooms shown are structured in an interesting way. The intent is obvious: to create desire.

A POWERFUL STORY



PLENTY OF CONTENT FOR YOUR COMMUNICATIONS: THE CURRENT CREATIVE MAKER

Above: The designer Thomas Pfister, the architect Caesar Zumthor and the cookbook author, winemaker and photographer Melanie Zechmeister

Right: The artists Valentina Teinitzer de Pasquale and Claus Friedrich Rudolph

CREATIVE MAKERS ARE PEOPLE WHO CREATE, INSPIRE AND USE NEXT125. They define the strong and individualistic brand identity – different from all the rest. These Makers deal with attitude, form, materials, colour and space around objects in their own way.

THIS GIVES RISE TO TOPICS THAT ARE NOT ONLY RELEVANT TO A DESIGN-ORIENTED AND DESIGN-SENSITIVE TARGET GROUP, BUT THAT ARE ALSO EXTREMELY INTERESTING. Through a variety of inspiring stories, individual points of view and topics, placing both essential and differentiating aspects of the product in the spotlight are at the heart of our communication.

AND WE CAN ENSURE YOU THE NEXT CAMPAIGN WITH NEW CREATIVE PEOPLE IS ABOUT TO COME SOON. Stay informed through our next125 newsletter.

THE BRAND

CREATIVE



MAKERS

IN



next125



STORE



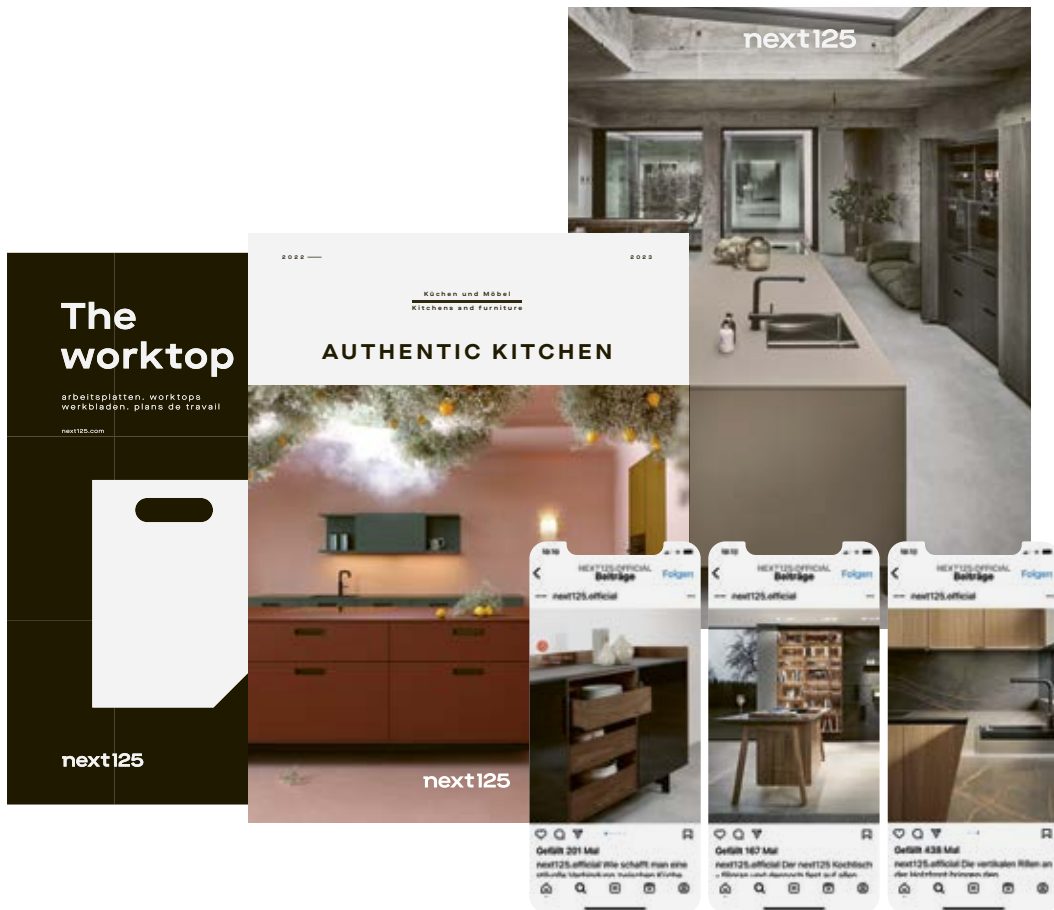
MORE MARKETING FOR YOUR SUCCESS

FOR NEXT125, MARKETING IS AN IMPORTANT CORNERSTONE OF SUCCESS, particularly when it comes to you, our retail partners. This generates added emotional value. We provide content for different marketing channels such as websites, newsletters and social media all year round. The journal, the newspaper, the POS package and other media also support the sales process. The end customer becomes aware of next125 thanks to its presence in various media and can experience all the aspects of the brand.

The brand identity of next125 will obviously continue to be developed in a consistent way as only then can each customer undergo an all-encompassing brand experience on their customer journey. To this end, we provide you with a broad marketing support package for regional location marketing.

NEXT125 CONCEPT STORE
On Maximiliansplatz in Munich

TAILORED TO YOUR NEEDS



STRONG SUPPORT AT THE POS

Some of our media to help achieve successful sales: POS elements, brochures, social media

A BRAND NEEDS TO BE PERCEPTIBLE AT ANY TIME AND AT ALL POINTS OF CONTACT. Right up to the point of sale. We at next125 take pleasure in active brand communication which, with our specialist retail partners in mind, can be adapted for showrooms as it's the end customer who makes the decision regarding the purchase. For this reason, we're always revising existing media and continue to develop them in order to adapt them for target groups. For an all-encompassing brand identity and our shared success.

THE MARKETING SUPPORT PACKAGE

PRE-MARKETING

Pre-marketing through active PR work in connection with the advertising campaign.

DESIGN AWARDS

Design awards as evidence of high-quality design.

VISUAL MATERIAL

Emotion-provoking photography and video for customised retail advertising campaigns.

PRINT MEDIA

High-quality print media that has won multiple awards for its accomplished design.

ONLINE PRESENCE

Contemporary, responsive online presence.

SOCIAL MEDIA

Social media on platforms such as Facebook, Instagram and Pinterest.

POS MATERIAL

All-encompassing, high-quality POS material.

CONTENT PACKAGE

Content package for finding topics easily, e.g. for newsletters and social media.

MEDIA CONFIGURATOR

Media configurator on the extranet for designing adverts, for example.

BRAND NEWSLETTER

next125 brand newsletter for end users and specialist retail partners.

MARKETING NEWSLETTER

Marketing newsletter for marketing employees, so you can integrate news directly into your own communications.

CONCEPT STORES

Concept stores with a comprehensive approach.

DIGITAL BROCHURES

Interactive and online brochures

THE SERVICE TOOLS

EDI

EDI is the electronic ordering method available with CARAT, Compusoft and SHD with no need for additional tools. Our aim is to structure your order processing at Schüller as efficiently as possible. In addition to ensuring a 100% clarified order, maintaining the highest level of data security is our imperative. You benefit from increased speed, security and efficiency, reducing the amount of work time and costs.

EXTRANET

The service portal for our specialist retail partners. There, all current information about orders, delivery times, revenue and marketing instruments is easily accessible digitally anywhere and any time. We're continually improving the functions available on the portal in order to support you in your work.

PLANNING REVISION

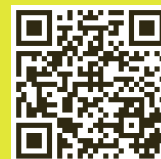
Integrating essential review mechanisms can significantly reduce planning and order errors. This results in fewer queries and a decrease in subsequent, price-relevant corrections. The warnings and notes that are also integrated into the check support the adviser.

TRAINING |S|T|C.

In addition to our classic classroom-based courses, we also offer web-based training (WBT) on our platform |s|t|c., which (extranet) users can access free of charge around the clock. Here you can learn new things about our collections in a completely self-taught way. There are also online seminars that our trainers conduct live. We provide all content and seminars in various languages.

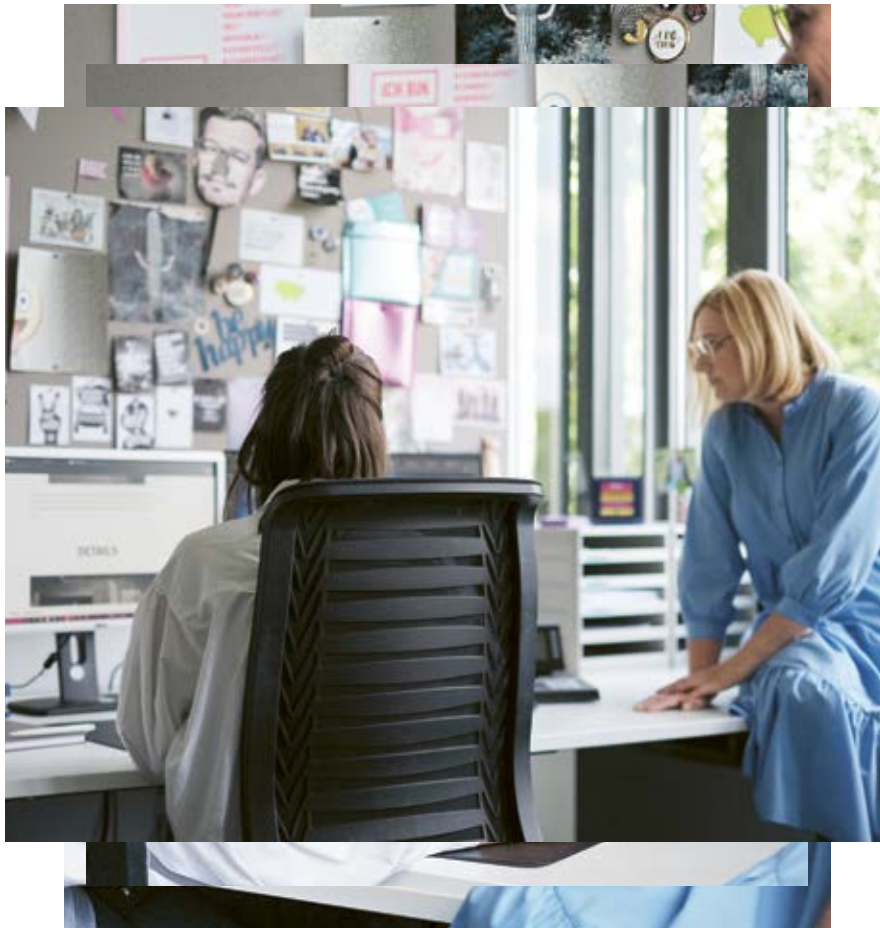


THE EXTRANET BROCHURE
Download your copy



OUR TRAINING IN THE |S|T|C.
<https://stc.schueller.de/>

PERFECT SUPPORT FOR YOUR DAILY WORK



OUR SERVICE TOOLS AND OUR SERVICE PORTAL, THE EXTRANET, support you as a specialist retailer in all areas of your day-to-day work: with planning, the order process and order management. Comprehensive training—on site in the |s|t|c. or online—keeps you up to date and helps you to always offer your clients high-quality consultations and customer service.

THE ENTIRE RANGE OF SERVICES that make your day-to-day work easier is, of course, highly varied. Route planning, processing, sales, marketing. At the end of the day, you – our partners – are at the centre of our considerations.



**ON A
JOURNEY_____**

**OUR
RESPONSIBILITY.
OUR FUTURE.**



SUSTAINABILITY

“ON A JOURNEY: OUR RESPONSIBILITY. OUR FUTURE.” This statement symbolises Schüller’s commitment and clear goal in terms of sustainability. For this, we are taking a holistic approach.

AS A CERTIFIED CARBON-NEUTRAL COMPANY, WE ARE MAKING THIS STATEMENT A REALITY THROUGH CONCRETE MEASURES: scrap wood is recycled where possible and transformed into new wood panels or used to generate heating energy for the entire company. Electricity is generated through photovoltaics, and a sustainable, methodical growth strategy is the key to our success. The use and continued development of sustainable materials and products is another key point. This commitment to the environment is reflected in our many certifications.

BUT IT DOESN'T STOP THERE: our awareness extends to packaging, logistics and the circular economy. This means you, as our retail partners, can be sure that sustainability takes top priority for us, even on the way to the endcustomer.





**ON A
JOURNEY_____**

**OUR
RESPONSIBILITY.
OUR FUTURE.**



Herrieden

BUILDING HIGH-QUALITY FITTED KITCHENS doesn't just mean manufacturing them; it's also about taking a systematically coordinated approach to procurement, production, logistics, organisation, marketing and sales.

COMBINING THESE SKILLS IS WHAT MAKES SCHÜLLER, A FAMILY COMPANY, UNIQUE and especially efficient when it comes to acting quickly and being innovative. Short communication paths, quick decisions and approachability are particularly important for you as a specialist retailer.

FOR US, KITCHENS ARE NOT JUST PRODUCTS, BUT THE HISTORY AND FUTURE OF OUR COMPANY. And next125 is not only premium in terms of design, quality and brand identity, it also demonstrates a passion for the product; because we love what we do.

SCHÜLLER MÖBELWERK KG

Rother Straße 1 — 91567 Herrieden / Germany
Tel +49 (0) 9825 83-0 — Fax +49 (0) 9825 83-1210
info@next125.com — www.next125.com

