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area 30 2026: with its system solutions, Naber provides fresh impetus for the world of kitchens

Naber LIC 2.0, new TABLON® products and comprehensive planning concepts inspire trade visitors and the press

Six successful days at the trade fair, numerous intensive expert discussions and an entirely positive response to the new products: with a trade fair presentation consistently focused on system solutions and its own products, Naber made a strong statement about the future of the kitchen industry at the area30 2026 and impressively reaffirmed its position as an innovation and systems partner of the specialist kitchen retail trade. Especially the new Naber LIC 2.0 LED converter system attracted a great deal of interest and was hailed by trade visitors as a trendsetting solution for customised, networked lighting design.

Solutions for the requirements of tomorrow

The demands on the kitchen sector are clearly changing. Digitalisation, smart connectivity, increasingly sophisticated planning requirements and the desire for comprehensive interior design concepts call for solutions that go far beyond individual products. This was precisely the approach that Naber highlighted at this year's area30.

Under the motto "Created to inspire!", the company not only showcased numerous new products in the fields of lighting, interiors and the water zone, but above all a systematically designed systems portfolio. The thematic, harmonious combination of different product worlds into intelligent, comprehensive solutions was very well received and once again confirmed Naber's role as an innovation partner and full-range supplier to the specialist kitchen trade.

Naber LIC 2.0 sets new standards in lighting design

The new Naber LIC 2.0 particularly attracted attention. The modular smart lighting converter system impressed trade visitors with its high level of compatibility with the new Matter standard, ZigBee 3.0 and DALI, as well as its exceptional flexibility in both centralised and decentralised lighting design. Numerous discussions revealed that light is now much more than just functional illumination. Light is emotion, and is evolving into a key design element in modern kitchens and living spaces. For this, Naber LIC 2.0 provides a platform that combines smart connectivity with easy integration into existing ZigBee 3.0 and Matter networks, all while offering a high level of user convenience.

The additions to the TABLON® interior range, including new table systems and room solutions, were also well received, along with the new products in the ARMATE® range. With its striking design language and elongated, organic geometries, the new Reban range of taps attracted a great deal of interest. The new additions to the Namor® and Beleza ranges were also praised by trade visitors as contemporary enhancements for a variety of kitchen and interior design styles. The presentation was rounded out by a research project that used a heat exchanger to investigate how the exhaust air flow from range hoods could be optimized from an energy efficiency standpoint—a project that underscored the company's high standards for innovation in the technical field as well. The visitors particularly appreciated the consistently practical relevance of the developments. Many of the new products on display were recognised as valuable additions to existing design and furnishing concepts, opening up further creative possibilities for kitchen showrooms.

Dialogue as a catalyst for innovation

The intensive personal exchanges were at least as valuable for Naber as the presentation of new products. Throughout all the days of the trade fair, the company's experts held numerous discussions with retail partners, architects, kitchen designers and representatives of the trade press. The main focus was on the current challenges facing the sector – from digitalisation and data quality to intelligent lighting and ventilation concepts, through to comprehensive planning approaches.

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“The traditional role of distribution alone is no longer sufficient today. Our customers expect solutions, planning expertise and a dependable partnership,” stresses Lasse Naber, Managing Partner at Naber. “This is precisely where our strength lies. With our broad product range, in-house developments and a consistent, system-oriented approach, we support the specialist trade in ways that go far beyond the function of a mere wholesaler.”

Systems expertise as a key success factor

This systems expertise has characterised the family-run business for years. Whether it's ventilation with COMPAIR®, the water zone as a functional unit consisting of a sink, tap and waste collector, or intelligent lighting design with Naber LIC 2.0 – Naber develops solutions that intelligently connect product areas, creating genuine added value for planning, installation and use.

Our successful appearance at the area30 trade fair serves as impressive confirmation of this approach. The strong response from the trade and the specialist press shows that integrated system solutions are increasingly becoming a decisive success factor in modern kitchen design. With innovative strength, technical expertise and cooperative partnerships, Naber will continue to play an active role in shaping this development in the future and consistently expand its position as one of the leading innovation partners in the kitchen industry.

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Naber GmbH

A dynamically growing company in the kitchen accessories sector with over 4,500 accessory items in its product range. Numerous internationally recognised design awards underscore the innovative strength of the family business which has been successfully operating for decades.

Management:

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