



## **Exhibiting for the first time at Hearth and Home, Harrogate**

11-13 June 2017

Stand Number C48

### **Introducing Focus**

Legendary French fireplace company, Focus, is exhibiting for the first time at Hearth and Home <https://www.hearthandhome.co.uk>, Harrogate from 11-13 June 2017. Famed the world over for its exemplary, contemporary designs, Focus will be exhibiting a range of its newest and best selling models: Gyrofocus, Curvifocus, Slimfocus (DEFRA Approved) and Edofocus 631 - there will be a working model on site for demonstration purposes.

### **Focus in the UK & Ireland**

Focus is actively recruiting professional resellers and showrooms in non-competing regions throughout the UK & Ireland to sell and install their wood and gas burning stoves, as Xavier Lucas, UK Markets Consultant, Focus, explains “Our main objective for the UK market is to establish a network of highly experienced partners. We know that architects and interior designers are really keen to use our products on projects and we want to be able to offer a more comprehensive service with more localised contacts to support that business. Our primary goal at Hearth and Home is that we would like to develop new and long lasting business relationships with distributors in the UK.”

### **Exceptional support for retailers and distributors**

Focus can offer resellers a comprehensive package of tools to support their sales and marketing activities in the UK. Official trading partners have exclusive access to the technical data as well as an extensive image library. They have recently redesigned their multilingual website; launched an augmented reality APP - allowing you to visualise a Focus fireplace within your space. In addition Focus offers the following to their resellers:

- A collection of brochures, catalogues, technical booklets (for installation), user booklets (for the end user) and price list all in English
- Training (commercial & technical) sessions in France including factory visits
- Focus is a Palette CAD member that allows fellow users/members to download the full library of fireplace models directly
- A comprehensive social media campaign
- PR - UK based communications agency promoting Focus products throughout the UK
- Advertising - an ad campaign targeting consumers, specifiers, architects and interior designers in the UK

Focus fireplaces, chimneys and stoves combine beauty and brains, function as well as form; to create a range of more than 64 designs for inside and outside. A large number of Focus models come in either wood-burning or gas versions, with a choice of finishes and colours allowing individual customisation to complement customer projects.

The Focus collection includes ceiling, wall, built-in and outdoor fireplaces which look equally at home in broad range of spaces from houses to hotels, from lofts to bungalow, barns to beach dwellings and so much more. There is a world of possibility when using these sculptural products.

### **About Focus**

Focus is based where it began life, in the village of Viols-le-Fort in the south of France. Founded by Creative Director Dominique Imbert who has built the Focus business over nearly 50 years, his daring architectural fires, chimneys, stoves and barbecues are now readily available in the UK.

Focus was founded in 1967 by sculptor Dominique Imbert who designed his first fireplace for his studio at the base of the Cévennes in the south of France. Focus fireplaces have been featured in some of the world's most prestigious design museums including the Guggenheim Museum in New York and the Museum of Modern Art in Stockholm. Focus has also been awarded numerous international distinctions and regularly works with international architects including Foster & Partners, Snøhetta, Theis & Khan, Chris Dyson Architects amongst many others. In recent years, exports have exceeded 50% of Focus's trading activity, including to markets outside Europe, such as Japan, Australia, Russia and the Americas. Focus's closed wood-burning models virtually all carry France's *Flamme Verte* environmental performance label (guaranteeing energy efficiency superior to 70%, with carbon monoxide emissions inferior to 0.3%).

### **Further information/images or interview possibilities from:**

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Below: Slimfocus (DEFRA approved)



Below: Focus stand design at Hearth & Home, Harrogate

