

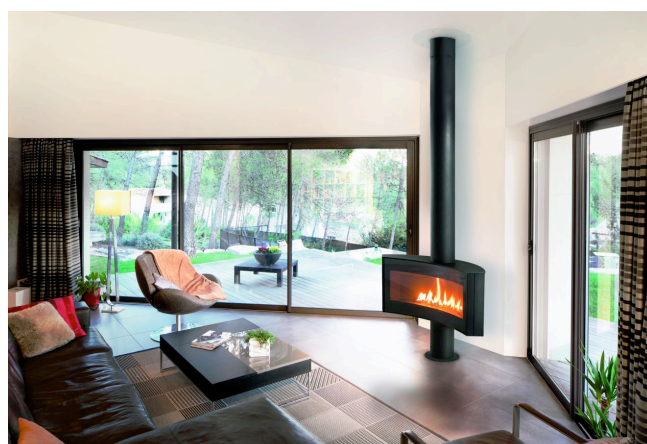
Press release
June 2017

Focus launches its new range of gas fireplaces without ceding its leadership in design

The Curvifocus was awarded 'Gas appliance of the year' as well as 'Product of the year' at the international competition of Hearth & Home, the largest fireplace trade show in Britain (held in Harrogate). That a French company swept the two top awards in recognition of technical innovation and design in a country with such a strong gas fire tradition is a proud achievement.

Focus expertise

Uniting design and technical expertise at the highest level is the challenge that Focus has embraced over the last five decades. This quest for perfection has resulted in numerous distinctions acclaiming the designs of the Focus founder Dominique Imbert. Today, with the launch of its new range of gas fireplaces, the excellence that defines Focus has again been recognised with two top awards for its latest model, the Curvifocus, on its first presentation. This model exemplifies all the features of this collection of Focus fireplaces aimed at those who prefer the convenience of a gas fire while retaining the ambience of a wood-burning fire.



The Curvifocus, awarded:
Gas appliance of the year
Product of the year
(by the 2017 Hearth & Home jury, Harrogate, UK)

Style, performance and ease of use

Visual style remains the guiding principle of Focus and its fireplaces 'Made in France'. Its most popular models are now available as gas fires, pairing elegant and contemporary design to unmatched ease of use. These models' heat performance is guaranteed by a CE-certified gas burner delivered ready for connection ('plug and play' installation). Maximising safety and simplicity of use, the fireplaces are operated by remote control, giving users total control of temperature at the touch of a button from anywhere in the room. This new gas range can burn either natural gas or propane.



Slimfocus (gas)



Bathyscafocus (open gas fire)



Meijifocus (gas)

Press contact:

Ms Johanna Calligher - johannacalligher@gmail.com - Tel. +33 (0)9 83 64 96 46 / +33 (0)6 66 05 45 70
Ms Ira Imig - pr@focus-creation.com - +33 (0)6 20 49 44 39 - www.focus-creation.com



Continuous innovation

Innovation is primordial for Focus. The credo of the ideas lab led by Dominique Imbert is to constantly reinvent the fireplace with the objective of offering products that provide unceasingly higher heat and environmental performance, while never compromising on ease of use or style.

End of press release

Augmented Reality, an intuitive application

Digital tools are indispensable today in interior design and architecture to provide a realistic simulation of planned projects. The Focus Creation augmented reality app allows users to visualise in 3D a selected fireplace in an existing setting, facilitating the conception of an interior space and thus the decision-making process. Additionally, a specific programme allows the model to be viewed from any angle using automatic scaling. This easy-to-use app is available from Google Play and Apple's App Store.

Once a model has been selected, users can contact a Focus dealer to present the ideal project and finalise their choice before requesting a technical study and price quote.

(www.focus-fireplaces.com/where-to-buy)



For more information:

www.focus-fireplaces.com/visualise-focus-fireplace-your-interior

The app is available in English, French, German, Italian and Spanish.



About Focus: It was in 1967 that sculptor Dominique Imbert created his first fireplace for his own personal use in his studio at the base of the Cévennes in the south of France. He then reproduced it for several enthusiastic viewers, and so began the history of Focus. Focus designs have been featured in such wide-ranging settings as stylish hotels and some of the world's most prestigious design museums (for example, the Guggenheim Museum in New York and the Museum of Modern Art in Stockholm) and have been awarded numerous international distinctions. In recent years, exports from the 'Groupe Atelier Dominique Imbert' have exceeded 50% of Focus's trading activity, including to markets outside Europe, such as Japan, Australia, Russia and the Americas. A large number of Focus models come in either wood-burning or gas versions. Proving that it is possible to be both beautiful and intelligent, 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%).

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Contact details for your readers:

Focus Fireplaces

3, impasse Claque Patin

34380 Viols-le-Fort, France

www.focus-fireplaces.com

Tel.: +33 (0)4 67 55 01 93 Fax: +33 (0)4 67 55 77 77

Press contact:

Ms Johanna Calligher - johannacalligher@gmail.com - Tel. +33 (0)9 83 64 96 46 / +33 (0)6 66 05 45 70

Ms Ira Imig - pr@focus-creation.com - +33 (0)6 20 49 44 39 - www.focus-creation.com