



CREATE BEYOND CONVENTION

PRESS RELEASE

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FOCUS reimagines fire with the **HOLOGRAPHIK®**



With the **ERGOFOCUS HOLOGRAPHIK®**, Focus continues to revolutionize fire. The first in a new range, this model breaks new ground with an astoundingly realistic holographic fire that marries sensory pleasure, technological innovation and the timeless style of FOCUS fireplaces.

100% Made in France like all FOCUS fireplaces, the **ERGOFOCUS HOLOGRAPHIK®** features such unique technology that a patent has been filed for its ten pioneering innovations.

A NEW EXPERIENCE OF FIRE

Fire is such a primal element for humanity that it still holds a central place in our ultra-modern lives. For proof, you only need to note the success of the engrossingly addictive videos of fires burning in hearths available on streaming services!

A fireplace creates a convivial space that brings people together, with almost magnetic attraction. For more than 50 years, Focus has been disrupting the conventions of traditional wood fireplaces and gas fires. Today, it is blazing the trail of a new era: virtual fire. A fire powered by electricity with a pioneering holographic system coupled with realistic ceramic logs to produce a 3D effect of unprecedented realism. A fire uniquely adapted to today's world and living spaces. The first FOCUS model to feature this technology, the **ERGOFOCUS HOLOGRAPHIK®** has a hearth that pivots 80° so the fire can be enjoyed from any angle.



Ergofocus Holographik®



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A FIRE FOR ANY INTERIOR

Whether in a private home or a luxury hotel, this pioneering, fuelless fireplace can be installed anywhere and is operated with a simple touch of a button. Only an electrical supply is required to power it, and the flue is purely decorative, so there are no connection constraints. The flue can be adapted to all ceiling heights. All of these aspects mean the **ERGOFOCUS HOLOGRAPHIK®** is suitable for any interior in even the most improbable settings.

Its ease of use is specifically designed for contract and retail environments: just a simple on/off switch on the appliance. No adjustments are necessary. No complicated operating instructions, no need to use the remote control after the initial set-up, no application that would make it difficult for a team to use. The **ERGOFOCUS HOLOGRAPHIK®** so successfully combines simple installation and easy operation it is the perfect fireplace for spaces that welcome the public and have strict safety standards such as hotels, restaurants and boutiques.



Ergofocus Holographik ©



A FIRE THAT IS ENVIRONMENTALLY FRIENDLY

Protecting the environment is a primordial concern for us all. Regulations in this sense are multiplying and becoming stricter, and the traditional fireplace sector is no exception. Standards around the world are increasingly restricting the use of wood and fossil fuels (e.g. PPA in France, DEFRA standards in the UK, 4 STELLE in Italy, etc.). In parallel, new and renovated buildings are becoming more energy efficient, reducing the need for heating. In this context, the **HOLOGRAPHIK®** fireplace is THE environmental answer for those who wish to enjoy the pleasure of fire with zero emissions.

PRACTICAL INFORMATION

- Ergofocus HOLOGRAPHIK® is available in black or white
- Material: 3 mm steel
- Flue length can be adapted to ceiling height
- Connection via a simple electrical socket
- On/off button
- Power supply 220V
- Power consumption 26W
- No fuel required and no emissions
- Hearth pivots 80°
- 3D fire effect using a holographic screen system
- Sound of crackling fire

FOCUS, VISIONARY FIREPLACE DESIGN

For over 50 years, on every continent, FOCUS has been breaking with convention. It was the first to pull the fireplace away from the wall and put it at the centre of the living space – to make it the focus of attention.

FOCUS has nearly 120 employees working across its two sites. With one foot in the Cévennes and the other in Provence, proud to be made in France, FOCUS has its sights on the stars and is open to the world.

Its most iconic fireplace, the Gyrofocus, made FOCUS a legend in international design. More than just fireplaces, FOCUS creates surprise. It creates emotion. It creates occasions. FOCUS creates history.

FOCUS fireplaces are available throughout the UK and Ireland.

To find out more: www.focus-fireplaces.com

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