

HÄFELE

Media Pack 2015

Consumer titles

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HISTORY

Founded in 1923 by the Häfele and Thierer families Häfele Group of companies has grown from a local hardware business into a global innovator in living solutions. The internationally-trusted specialist is now managed by the third generation of family members and still maintains its global headquarters in the Swabian town of Nögold, Germany.

The Häfele Group has 37 distribution centres around the world, with a global reputation for creating innovative furniture fittings, accessories, hardware solutions and systems that have been improving the way that homes work for over 90 years.

With over 100,000 product items worldwide, Häfele offers a solution for every customer need; transforming dream homes into a reality.

As a family-run business, Häfele views each customer as an individual and the company aims to have the foresight, imagination and courage of conviction to invest and always remain one step ahead.

Häfele UK

Häfele UK was established in 1973, and opened its first distribution centre in 1980. With headquarters in Rugby, Warwickshire, Häfele UK has over 30 years' experience within the industry and is recognised for the quality of its products and engineering expertise. Häfele UK is one of the UK's largest distributors of furniture fittings and architectural hardware, employing around 380 members of staff.

Häfele UK offers over 25,000 products within its range, including specially selected supplier brands in addition to Häfele's in-house product portfolio:



LED 'Plug & Play' Lighting



Drawer Systems



Flap Fittings & Hinges



Sliding Door Systems





Connectors & Shelf Supports



Access Control



Office Furniture Fittings



Architectural Hardware

PRODUCT INFORMATION

Committed to excellence and the highest standards of quality and reliability, Häfele UK is continually developing its extensive range to ensure its customers benefit from the very latest innovative solutions. Häfele ideas are built to last - day in, day out - in every part of the home.

Kitchen Accessories

Storage solutions that ensure there is a place for everything and everything is in its place. Clever storage makes the most of every inch of the kitchen and makes life easier, from pull out larders and baskets to drawer storage and wall units.



Assisted door **function and motion** mean drawers and cupboards open effortlessly and without noise. **Waste compactors and integrated bins** keep rubbish out of sight and help homeowners do their bit for the environment.



Lighting and Electrical

From dinner prep to dinner party the atmosphere of a living space can be changed with the flick of a switch.

With a careful mix of **ambient lighting**, **feature lighting** and **task lighting** the ambiance of kitchens, bedrooms, bathrooms or office spaces can be transformed from day to night.



For a seamless look throughout the home, there are matching **switches and sockets** that complement décor and give a sleek look to the home.



Electrical accessories make all the difference and add versatility. From **power docks** and **drop-down TVs** to **accessories** for tablets and MP3 players, homeowners can create a perfect kitchen to suit their personality.



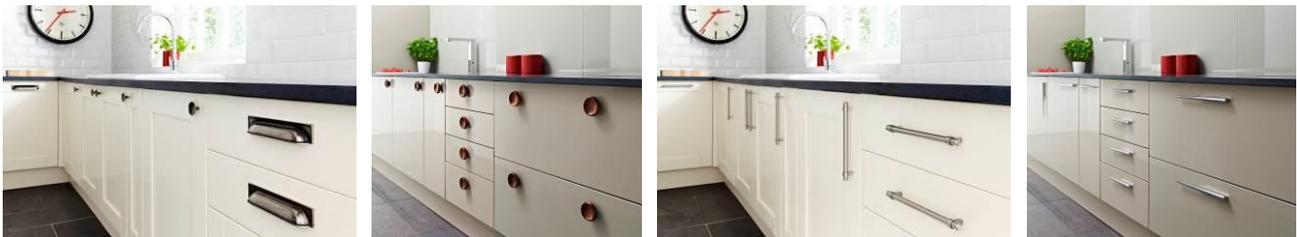
Handles

Great looking **handles** are a key finishing touch to the perfect home. Häfele UK produces all types of furniture handles and knobs, from kitchen cabinets, drawers and wardrobes to office desks and door handles.

Each handle design can transform a kitchen or living space, from minimalist to statement styles, handles change the look and feel of the home.



With five ranges available – **Vintage, Urban, Modern Classic, Modern Life and Sleek & Simple** – homeowners will find the perfect handle for any room.



RECENT NEWS

Häfele UK turns 35 and names Children With Cancer UK as charity partner of the year

Rugby-based business, Häfele UK is celebrating its 35th birthday this month (21st April 2015). To mark the special milestone the home solutions specialist is aiming to raise £35K for its chosen charity of the year, Children with Cancer UK (CWCUK), the leading national children's charity dedicated to the fight against all childhood cancers.

Employing over 400 staff at its Brownsover Road site, Häfele UK hopes to almost treble the amount raised for chosen charities last year – when staff generated over £12,000 for local and national causes in 2014.

Garry Marlow, Managing Director at Häfele UK, said: “This year marks an exciting chapter for Häfele UK and we couldn’t be more proud of our staff for all their hard work and contribution over the last 35 years in making Häfele UK the leading home solutions specialist it is today. We’re also pleased to announce our new charity partnership with CWCUK, which won the hearts of Häfele UK staff.”

Häfele was established in Germany in 1923, offering hardware fittings and a quick and reliable delivery service. In 1980, Häfele opened its first distribution centre in the UK and is now one of the largest nationwide trade distributors in the industry. With over 25,000 products, from innovative storage solutions through to essential fixtures and fittings, Häfele UK has developed itself to be the leading expert in living solutions.

Jayne Falconer, Corporate Account Manager at CWCUK, said: “The support that we receive from our charity partners is absolutely invaluable to us so we can’t tell you what it means to bring Häfele UK on board. From supporting families to funding research into the causes and raising awareness on a national scale, every penny really does count in the fight against childhood cancer. We can’t wait to see what the year brings and look forward to sharing some new and increasingly important milestones with Häfele UK.”

The charity partnership means that throughout 2015, Häfele UK’s staff will take part in numerous activities and events dedicated to generating funds for CWCUK, including bake sales, sporting activities and a charity calendar.

For more information about Häfele products, visit www.ideasforliving.co.uk or like us on facebook.com/HäfeleUK.

Sarah Beeny Home launches exclusively with Häfele UK

Celebrity property expert Sarah Beeny has joined forces with premium living solutions specialist Häfele UK to launch a stunning new collection of decorative handles.

The new *Sarah Beeny Home* collection, marks the first time that Sarah has brought her expertise to the homeowner market and the handles, chosen exclusively with Häfele, are the first products to emerge from the exciting partnership.

The collection comprises four beautifully crafted ranges; *Urban Living*, for natural simplicity, *Vintage Glamour*, to bring more sparkle into the home, *Period Classics*, embracing timeless and classic design and *Modern Life* for a quality, contemporary finish.

With a style to suit even the most challenging of renovation projects, the new range aims to offer value for money, superior quality and smart, stylish design to give a distinctive and fashionable look throughout the home. Combining Häfele's expertise with Sarah's keen eye for homeowner trends, the quality collection of handles will suit all styles and add the essential finishing touches to doors, cupboards, drawers, furniture and DIY projects, in every room.

The launch signifies the next chapter in a longstanding, relationship between Sarah and Häfele. Sarah turned to Häfele when renovating her own period property, Grade II listed Rise Hall, and has relied on the brand to bring numerous projects, both on and off the screen, to life.

Sarah said: "As a homeowner myself, I've been frustrated over the years with products of a poor quality, particularly fixtures and fittings. Häfele is a brand I've known and trusted for years and it made sense to launch a homeware range with a partner that was synonymous with quality and style as well as functionality and reliability.

"When launching the new collection we knew handles was a good place to start as it's all about attention to detail – fixtures and fittings really can make or break an interior project and we're confident that we've crafted a solution to suit every design requirement. We've had great fun planning the ranges together and are excited to unveil the *Sarah Beeny Home* collection."

Chloe Thacker, Marketing Director at Häfele UK, said: "The partnership with Sarah and Häfele UK is an exciting one for us. We've increasingly noticed a gap in the market for beautiful and timeless fixtures and fittings and were keen to bring our reputation for quality, reliability and versatility into the interiors collection. We're confident that this marks the start of exciting times ahead and we're looking forward to growing *Sarah Beeny Home* in the future to include even more product collections, to give more people the inspiration and finishing touches they need to bring their homes to life.

The new Sarah Beeny Home collection is available exclusively through Amazon from May 2015.

For more information on Häfele UK, visit www.sarahbeenhome.co.uk, you can also like Häfele on [Facebook.com/hafeleuk](https://www.facebook.com/hafeleuk).

ENDS

Images

Modern Life



Period Classics



Urban Living



Vintage Glamour



Full details of prices and specifications for the collection will be available from 1st May 2015. RRP's starting from £12 per pair.

Hot topic: Häfele UK launches the new 3 in 1 hot tap

Häfele UK has launched the new 3 in 1 Hot Tap.

The 3 in 1 Hot Tap provides a jet flow stream of cold and hot water with a separate channel for piping hot water (98°C) delivery - all from one tap. Innovative design means there is no surge during draw off and no spluttering. Piping hot water is delivered instantly, compared to unvented systems in which 10-20ml of cold water remains in the tap body.

Its compact tank fits comfortably under most kitchen sink units and takes just 15 minutes to provide up to 5 litres of piping hot water.

Easy-to-install, 3 in 1 Hot Tap is more efficient than other leading competitors, with a standby loss of <600wh/24 hours and an impressive power of 2kW.

The 3 in 1 Hot Tap also benefits from anti-freeze protection and a child proof push and turn mechanism. When combined with the filter accessory (sold separately) the system produces water with an improved taste, smell and clarity, filtering out lime, chlorine and metals such as lead and copper.

Kerry Baulch, Head of Product Management at Häfele UK said: "At Häfele UK, we are committed to providing our studio partners and trade distributors with new, innovative products. Our latest 3 in 1 Hot Tap is just that. We are very excited to deliver exclusive products of this calibre in the latest sinks and taps range."

Häfele UK's full range of sinks now also includes Häfele branded stainless steel and granite sinks. To see the full range of sinks and taps available from Häfele UK, please visit www.hafele.co.uk to order our latest Häfele UK brochure.

For more information about Häfele UK and to find your local trade distributor visit www.hafele.co.uk or [facebook.com/HafeleUKLtd](https://www.facebook.com/HafeleUKLtd). For more information about becoming a Häfele UK-approved studio partner or trade distributor email Jodi.Garrett@hafele.co.uk

End



Sweepovac makes light work of household chores

If you're looking for a simple way to keep your kitchen clean you'll love Sweepovac – the latest addition to Häfele UK's exclusive list of premium products.

Sweepovac is a quality, compact vacuum which simply fits into a kitchen plinth – making it a perfect addition in a new kitchen or an essential upgrade in a kitchen revamp. With more homes fitting wooden or tiled floors, this device is great for keeping floors dirt free and is ideal for people who have pets, children, or mobility problems.

The Sweepovac quickly sucks away dirt into a self-contained anti-bacterial vacuum bag that stores debris for up to 12 weeks with normal domestic use. With easy installation and a two year guarantee, you'll wonder how you ever lived without it!

Sweepovac is new and exclusive to Häfele UK kitchen studios. To find your nearest Häfele-approved kitchen studio visit www.ideasforliving.co.uk



Sweepovac, RRP from £100 (black/white plastic)

Model shown: stainless steel RRP £140

HÄFELE UK AFFILIATES

FIRA – Furniture Industry Research Association



FIRA International provides a wide range of independent expert services that are not only dedicated to the global furniture supply chain, but also to furniture consumers, and continues safeguarding the industry through managing the Association's membership activity.

RIBA – Royal Institute of British Architects



The Royal Institute of British Architects champions better building, communities and the environment through architecture and our members. We provide the standards, training, support and recognition that put our members – in the UK and overseas – at the peak of their profession.

NBS – National Building Specification



At NBS, we are committed to offering distinctive, innovative specification and information solutions to construction industry professionals. We have produced specification products for over 40 years, including the recognised national standard specification system for the UK.

GAI – Guild of Architectural Ironmongery



The GAI is the United Kingdom's only trade body solely dedicated to promoting the interests of the whole architectural ironmongery industry, Architectural Ironmongers themselves, and the manufacturers and wholesalers of Architectural Ironmongery products.

NAS – National Association of Shopfitters & Interior Contractors



The National Association of Shopfitters (NAS) is the only trade association that exclusively represents, promotes and is dedicated to service the needs of the shopfitting and interior contracting sector; within the global sphere of construction and has been doing so successfully since 1919.

FMB – The Federation of Master Builders



The Federation of Master Builders (FMB) is the UK's largest trade association in the building industry, with national offices in England, Northern Ireland, Scotland and Wales, supported by additional regional offices.

BIFM – British Institute of Facilities Management



The British Institute of Facilities Management (BIFM) is the professional body for facilities management (FM) in the UK. Founded in 1993, the Institute represents and promotes the interest of members and the wider FM community.

HÄFELE UK STANDARDS AND ACCREDITATIONS

ISO 9001 – Quality Management



ISO 9001 sets out the criteria for a quality management system. The standard is based on a number of quality management principles including a strong customer focus and continual improvement. These standards ensure customers get consistent, good quality products and services.

ISO 14001 – Environmental Management



ISO 14001 is an environmental management system helping companies to control their environmental impact and constantly improve their environmental performance. It maps out a framework for an organisation to follow to set up an effective environmental management system, providing assurance to stakeholders that environmental impact is being measured and improved.

OHSAS 18001 – Health and Safety Management



A health and safety management system designed to minimise risk to employees, demonstrate diligence and conformance to others and improve on previous practices.

FSC – Forest Stewardship Council



FSC is a non-government, independent international organisation promoting the responsible management of forests worldwide. Established for forest and forest products, it credibly identifies the chain of custody of wood content products in response to the concern for global deforestation.

WEEE – Waste, Electrical and Electronic Equipment regulations



Häfele is registered with the Producer Compliance Scheme for the waste of electrical and electronic equipment. This directive aims to reduce the amount of WEEE being disposed of through reuse, recycling and recovery/collection.

REACH – Registration, Evaluation, Authorisation and Restriction of Chemicals.



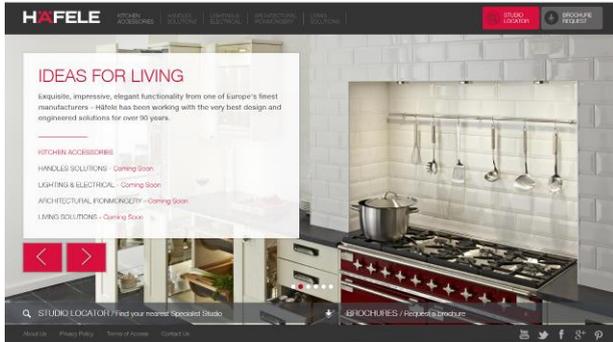
Introduced to replace a number of EU directives and regulations, REACH is the system for controlling the use of chemicals within the EU.

RoHS – Restriction of Hazardous Substances

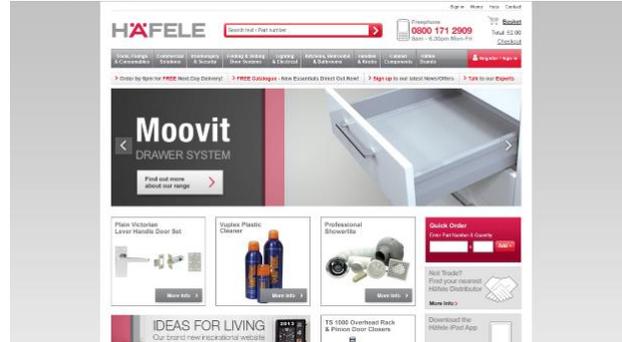
RoHS is an EU standard aimed to restrict the use of certain hazardous substances in the manufacture of various types of electrical and electronic equipment.

HÄFELE UK WEBSITES

www.ideasforliving.co.uk



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HÄFELE UK SOCIAL MEDIA



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HäfeleUK

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