

HÄFELE

Media Pack 2015

Industry Titles

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OUR HISTORY

Founded in 1923 by the Häfele and Thierer families, the Häfele Group of companies has grown from a local hardware business into a global innovator.

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 distribution centres around the world, with a global reputation for supplying reliable and innovative furniture fittings, hardware and accessories that have been improving building interiors and furniture design for over 90 years.



With over 100,000 product items worldwide, Häfele offers a solution for every customer need; helping turn ideas into 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 takes pride in keeping to its founders' values of listening to customers and providing innovative solutions for the industry.

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.



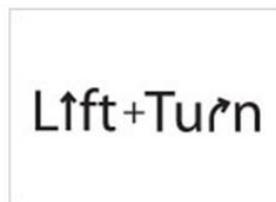
Häfele UK offers over 25,000 products within its range, including specially selected supplier brands in addition to Häfele's in-house product portfolio:



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 meet customer needs and offer the very latest innovative solutions.

Kitchen Fittings and Accessories



Designed to **optimise space**, Häfele UK offers a wide range of kitchen pull-outs and cabinet storage systems, waste bins, drawer inserts, worktops and taps - right down to the kitchen sink.

Living Solutions



Häfele UK stocks a wide range of **pull-outs and fittings for living spaces**, bedrooms and bathrooms, including; wardrobe fittings and pull-outs, bed fittings, bathroom storage, shelving accessories and shower cubicle fittings, TV lifts and iPad accessories. All living solutions are available for commercial and domestic use, including hotels, residential properties and retirement homes.

Furniture Handles



For the finishing touch, Häfele UK offers an array of furniture handles for all applications including kitchens, offices and bathrooms. From **traditional styles** to **modern classics, sleek and simple, urban or vintage**, the range covers all budgets, styles and finishes for both residential and commercial applications.

Lighting, Electrical and Ventilation



A range of lighting options are available for both commercial and domestic use including furniture lighting, ceiling and floor lighting, display lighting and outdoor illumination. **Electrical accessories** include; ventilation systems, smoke alarms, sockets and switches, TVs and powerdocks in addition to vent grills and extraction systems.

Architectural Hardware



For **essential ironmongery**, Häfele UK offers a range of selected supplier brands in addition to their own StarTec collection. Products include door handles, hinges, locks and letter boxes to door closers, sealing strips, window hardware, staircase accessories and panic/fire access, for both domestic and commercial properties.

Sliding Door Systems



From kitchen cabinets, furniture applications and wardrobe systems, to room dividers patio doors, retail entrances and garage solutions, Häfele UK supplies **flexible folding and sliding door systems** meeting a range of budgets, for both domestic and commercial projects, including hotels, office, retail outlets and residential properties.

Commercial Solutions



To keep commercial projects safe Häfele UK supplies the latest **access technology**, including mechanical and electronic locks, locker locks and full access control systems. Häfele UK also provides **essential office furniture fittings**, including desk frames, cable management, drawer systems and monitor accessories, filing system fittings, desk accessories, shelving system fittings and shop fittings and accessories.

Fixtures & Fittings



Whether you are starting a new project or repairing an existing item, Häfele UK offers a range of **connecting fittings and shelf supports** for furniture applications. The assortment includes the popular mini-fix and fittings for lightweight panels, legs, feet and castors, brackets and table fittings, as well as screws, cover caps and sleeves, for all project needs.

Lift, Turn & Slide



Whether fitting a kitchen or bathroom, making a bureau or set of drawers, Häfele UK offers a complete range of **opening options** including single wall drawer sides, double wall drawer sides, full extension drawer runners and complete drawer systems, flap fittings and stays and cabinet hinges.

Locks, Catches & Bolts



Häfele UK offers a complete collection of fittings including glass door and metal furniture locks, applications for drawer and roller shutters, digital locks, drawer latches and holders, roller and magnetic catches, barrel bolts, child safety applications plus a host of associated accessories, **ensuring furniture is safe and secure.**

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](https://www.facebook.com/HäfeleUK).

Häfele UK signs up to May Design Series

Leading design solutions specialist Häfele UK will showcase its cutting edge products and industry expertise at this year's May Design Series, which takes places from the 17-19th May 2015 at London's ExCeL.

Under the theme 'More life per square meter', Häfele's 78 square metre exhibition stand will showcase the latest innovative and inspirational touches every home needs. Previously a regular exhibitor at KBB Birmingham, this year will be Häfele's first appearance at the May Design Series. The stand will include products for the home, including Häfele's range of own brand products.

Garry Marlow the Managing Director at Häfele UK says: "Our theme 'More life per square metre' will be an excellent opportunity to display our latest products. We chose the theme to reflect on a constantly changing world where work and living spaces are shrinking - and demands for smart solutions are key. The Häfele stand is dedicated to bringing our philosophy to life: not compromising on quality whilst providing products that offer the space, comfort, convenience and function we all want and need. Our stand will be split into two sections: 'the innovation space' and the 'inspiration space'.

"Only in its second year, the May Design Series is a new and exciting trade show for interior furnishings, and we are looking forward to taking part."

Spanning the commercial, hospitality, retail and residential sectors, the May Design Series is widely regarded as a key fixture in the exhibition calendar. The show offers international brands the opportunity to showcase their latest products, and expert advice in interior design.

For more information about Häfele UK please visit www.hafele.co.uk

ENDS

Images



Häfele welcomes 150th studio partner

Leading design solutions specialist Häfele UK is celebrating after signing its 150th Studio Partner.

Malvern Kitchens Ltd in Worcestershire, joined 149 other leading independent studios across the UK, as part of Häfele's exclusive Studio Partnership scheme. The Studio Partner initiative, which launched in 2013, gives homeowners direct access to Häfele's premium product range, expert advice and first class service. Studio Partners receive exclusive products, extensive marketing and showroom display support, in addition to customer lead generation.

The approved studio network is promoted via Häfele's consumer website, www.ideasforliving.co.uk, where prospective customers can identify their nearest Häfele Studio Partner.

Jodi Garrett, Business Development Manager at Häfele UK, said: "Securing Malvern Kitchens Ltd as our 150th Studio Partner is a fantastic result for us. We hand-pick our partners so that there is only one per area and ensure that only studios that will provide customers a high level of service, like Malvern Kitchens Ltd, are accepted into the scheme. Our Studio Partner scheme is growing from strength to strength and we look forward to welcoming our next 150 studios."

Alex Dunster, Owner of Malvern Kitchens Ltd, said: "Malvern Kitchens is a local, family run business and we are excited to have been given the opportunity to become a Häfele Studio Partner. The benefits and support on offer from Häfele will help us to continue to develop the business and allow us to offer an expansive and excellent range of kitchen products and accessories."

Häfele is always interested in hearing from potential studio partners. To find out more about becoming a Häfele Studio Partner, contact jodi.garrett@hafele.co.uk.

For more information about Häfele products, visit www.ideasforliving.co.uk or follow us @HäfeleUK and like us on [facebook.com/HäfeleUK](https://www.facebook.com/HäfeleUK).

ENDS



From left to right: Alex Dunster, Owner of Malvern Kitchens Ltd and Jodi Garrett, Business Development Manager at Häfele UK.

Häfele expands essential architectural ironmongery range

Premium home solutions specialist, Häfele UK has refreshed its range of architectural ironmongery, to ensure it is offering trade professionals, merchants and distributors high quality products at the best possible prices.

As a trusted name in architectural ironmongery and hardware, Häfele UK has searched the globe in order to find the best product at the best prices for our trade customers. The newly presented range of *Essential Ironmongery* offers a selection of improved, new and exclusive products, all at competitive prices.

Häfele UK's *Essential Ironmongery* range includes an improved range of door furniture such as handles, protection plates and accessories including door numbers, knockers, stoppers and hooks, available in a vast selection of colours and finishes. The range also boasts an array of hinges, from the standard butt hinge to concealed cabinet hinges. As well as reliable locking and security systems, window fittings that complement any building style and gate fixtures including hinges, latches and bolts.

Mike Kelly, Director of Architectural Ironmongery at Häfele UK said; "We've taken a fresh look at our *Essential Ironmongery* range, vastly improving our offering of door furniture, accessories, hinges, controls, security products and window fittings. We're excited to pass on the savings we've made from our global product search, whilst maintaining the premium quality of our hardware."

Graham Morritt, Business Development Manager at Häfele UK said: "Our customers can continue to expect the same everyday essentials they know and love but at the best price. With Häfele now offering three ways to buy, customers can visit their local Trade Partner, go online or call our UK based call centre to benefit from the highest quality at the best price."

For further information on Häfele and its products and to find your nearest Häfele distributor, please visit www.hafele.co.uk.

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Image



New Architectural Ironmongery range from Häfele UK

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.



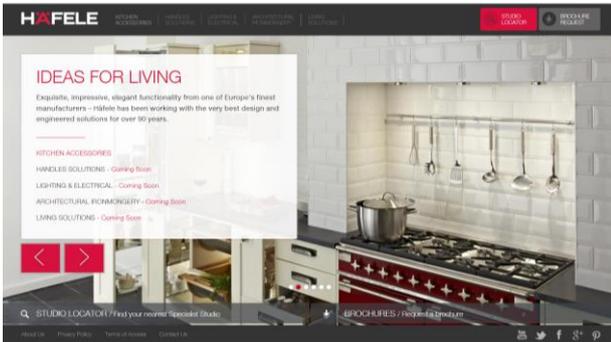
Introduced to replace a number of EU directives and regulations, REACH is the system for controlling the use of chemicals within the EU.

RoHS – Restriction of Hazardous Substances

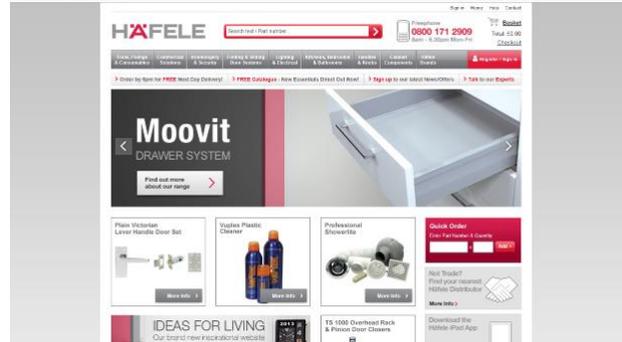
RoHS is an EU standard aimed to restrict the use of certain hazardous substances in the manufacture of various types of electrical and electronic equipment.

HÄFELE UK WEBSITES

www.ideasforliving.co.uk



www.hafele.co.uk



HÄFELE UK SOCIAL MEDIA



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HäfeleUK

HÄFELE UK MEDIA CONTACTS



Rachael van Oudheusden, Emma Houghton or Natalie Gribben

Phone: 0115 948 6900

Email: hafele@bcsagency.com