

## PRODUCT SPOTLIGHT

### Dear Readers,

Greetings!

At the outset, I hope that you and your loved ones are doing well.

As I begin to draft this note, the monsoon season has already made its first presence felt in most parts of the country and provided the much-needed respite from the scorching summer afternoons; a similar respite seems to have been observed with the decline in the number of cases affected by the ongoing pandemic. With relaxations in the lockdown, the wheels of economy are expected to be in motion again though with the mindfulness of the norms of the 'new normal'.

As I talk about the 'new normal', I find it apt to express my sincere gratitude to all of you for making the 'Hafele@Discoveries' concept exhibited during the digital version of Interzum a grand success. The digital medium provided a different experience and I am pleased to inform that the participation from India was ranked quite high when compared with the different global subsidiaries. The excitement coupled with inquisitiveness towards our product displays across different domains was quite evident and has led to interesting and insightful conversations.

While the pandemic halted a lot of things, the unfavourable situation also paved way for new progress. As 'work from home' became the new norm, the focus was directed towards innovations that echo space optimization with optimal health and safety levels without compromising on the visual aesthetics. 'Office' has become an integral part of our homes and this has necessitated the need for smart solutions. While the last year saw the likes of products such as sanitizing stations, dishwashers and home furniture carving an integral presence in our lives, the trend is set to continue with admission of new ranges with further advancements.

I am quite pleased to share a few highlights that happened in the near past for us. We opened our first Loox experience center, a state-of-the-art showroom displaying holistic solutions to your lighting needs, in Ahmedabad. The newly launched ProDoor range aims to present a wide range of possibilities for constructing cabinet doors that enhances the visual appeal. The addition of new designs in Hafele surfaces is bound to catch your eye and augment aesthetics. The Space<sup>2</sup> Range presents its countertop and table-top extendable fittings that provide you with that extra bit of space in your kitchen thereby increasing convenience. All this and much more – as you read along.

But it is not just the product innovations that matter, it needs to be complemented by prompt service and this is where I am glad to share the launch of our new endeavor: Hafele Care. In the true ethos of customer centricity, I am quite certain that this initiative will aid us to serve you better.

I hope that you would find the current edition of 'Product-Press' useful and I look forward to your feedback. We are listening!

Finally, the current situations have accentuated the value of two basic traits – Hope and Strength. Hope for a better tomorrow and the strength to stand when the odds are against us. With this optimism, I wish you and your loved ones the best times ahead.

**- Mayank Bansal**

*Head – Product Management / Business Head – Kitchen & OEM*

You can write to us with your feedback and suggestions regarding the Product-Press at [Shweta.Rangra@hafeleindia.com](mailto:Shweta.Rangra@hafeleindia.com) or [Sanya.Bhuta@hafeleindia.com](mailto:Sanya.Bhuta@hafeleindia.com)

We at Häfele have introduced several product solutions in the previous two quarters (Oct 2020– Apr 2021) that help create new design possibilities, ensure ergonomics and inspire ease of use.

### DESIGNER LEVER HANDLES



Every time we enter a new space, it all begins with a 'first touch' – the door handle. When we take hold of it, new spaces, expanses and whole new worlds open up to us. And so, we believe that a door handle acts as a connecting element between people and spaces.

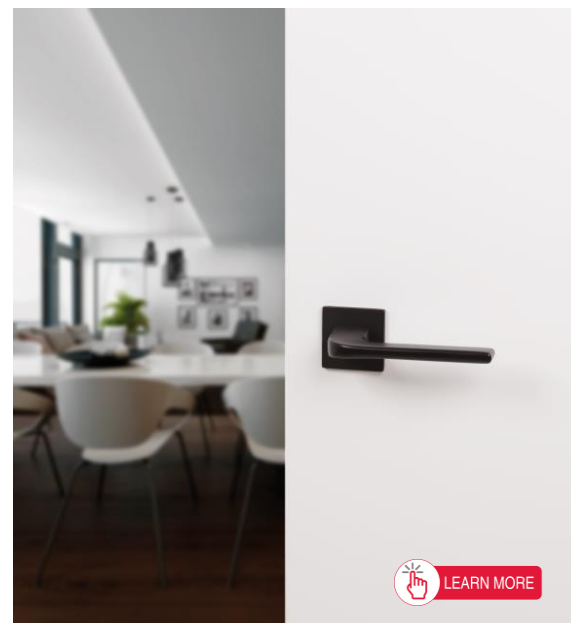
Häfele introduces its latest collection of Designer Lever Handles that makes your experience of the 'first touch' the most memorable one. Available in a host of designs, this range has been carefully put together to offer you maximum flexibility and choice while designing your interior spaces. The range includes the choicest of designs from Manital, an Italian manufacturer of lever handles and a favourite brand among Interior Designers and Architects world over.

**Material:** Through this range we offer you handles made from different materials namely brass and zinc-alloy. Our Brass collection presents itself with the inherent elegance of the material that is and has been a favourite among designers and architects when it comes to interior décor. The Zinc-Alloy collection offers you the most exquisite designs to choose from that will leave even the most ordinary doors shining in style.

**Design:** Häfele's Designer Lever Handles from the brass and zinc alloy collections, offer you 12 unique and contemporary designs encompassing the artistic fluidity of nature. Inspired by the organic shapes and forms of landscapes, winds and changing horizons, these handles present themselves as a truly exquisite range.

**Slim Rose:** Häfele's in-house range of Designer Lever Handles comes with a Slimline rose and escutcheon of thickness of 5mm as against the market standard of 10 mm. The lean 5 mm rose adds to the overall aesthetic value of these handles. The Rose also comes with an integrated spring that brings the handle to its original position automatically after use – a novelty that other handles in the market lack.

**Finishes:** All the handles from our brass and zinc alloy collection come in 4 exquisite finishes namely Anthracite, Champagne, Matt Black and Satin Chrome keeping in line with the latest interior trends worldwide.



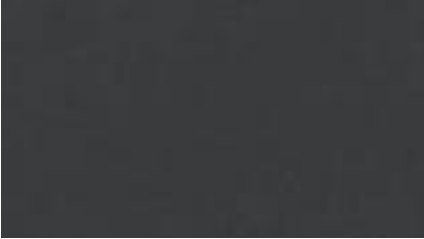
## DEKTON – NEW FINISHES



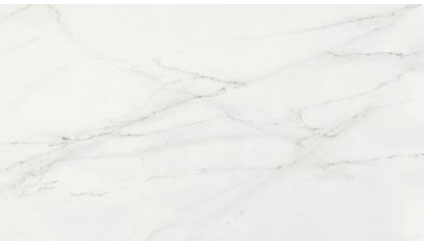
Dekton surfaces are designed to be the toughest and most durable products in the market today with colours that replicate and reimagine everything that nature has to offer. With its large format slabs, Dekton has the ability to fit into and redefine a multitude of applications – shutters and wall cladding (4 mm), flooring (8 mm), and countertops (12 mm) for both indoors and outdoors making it every architects' and designers' dream solution.

The new colours from Dekton's Natural Collection – Aeris, Sasea, Rem and Eter - seek to offer a visual and natural perfection of stone with colors and veined patterns coming together in perfect harmony and true elegance.

Shell and Sky, on the other hand, from the new Liquid Collection, introduce colours that enhance any surface with a harmonious and eternal look. They visualise the power of liquid, offering a chance to integrate swirling, rippling and fluid ideas into everyday spaces.



**Eter:** With its dark granite structure in black and grey tones, Eter boasts a background of gentle contrasts, yet has a strong contemporary feel, making it ideal for both indoor and outdoor spaces.



**Rem:** Rem is inspired by one of the most elegant white marbles on the market: its intricate design, with brown and grey veining and hints of gold, reflects the traditional and almost linear structure of Calacatta Lincoln itself.



**Aeris:** Aeris is a colour that boasts light tones with cream-coloured detail inspired by White Limestone. This neutral and subtle shade allows for a wide variety of combinations for diverse environments and architectural designs..



**Sasea:** Inspired by Caliza Sahel limestone, Sasea retains its elegant tone, while providing the quality of Dekton. With its greyish-cream tones and a design bursting with details, Sasea keeps its calm and controlled structure.



**Liquid Sky:** Liquid Sky's unique characteristics consist of a white base with flowing cloud-like patterned grey veins. The design explores the movement of gravity, the interplay of the elements, their matter, and pays homage to swirling energy and perpetual motion.



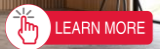
**Liquid Shell:** Celebrating subtlety and softness, Liquid Shell honours what lies beneath the waves in the ocean. The pearlescent shade is a varying off-white with a rippling pattern of the landscape of the ocean floor.

## SHOWER ENCLOSURES

Every interior space designed, in a way reflects a broader, more holistic theme, the resonance of which is stronger when we enter intimate areas like bedrooms and bathrooms. We, at Häfele, have always respected the need for individualistic choices that our customers may have and come up with the most exacting solutions for them, making every experience as unique and different as possible. Taking this proposition a step further Häfele, as an extension of its project solution, offers its customers the choice to install customised shower enclosures in bathrooms that singularly meet their specific needs or requirements.

Häfele's Shower Enclosures can be chosen from a multitude of configuration options offering an individualistic, bespoke design that truly represents a unique sense of style whilst realistically meeting precise requirements. The Häfele Shower Enclosure Design Range includes the HARMONY (simple enclosures without doors), MYSTIQUE (complex angular structures with swing doors) and IMPERIAL (enclosures with sliding partitions) Series.

Being an expert in hardware, Häfele offers maximum assurance of quality and performance for all the fittings and components used in our shower enclosures, from the glass panels to the connectors and hinges or sliding gear (depending on whether the application has a swing or sliding door) to the seals and other accessories. Adding our range of shower fittings to this offering, we provide a holistic proposition that may be hard to resist.



## DID YOU KNOW ?

You can use Häfele's interactive Loox light configurator service to discover how to cast your furniture and spaces in the right light and learn more about the various products and their technical features.



[CLICK HERE TO VIEW THE CONFIGURATOR](#)

## RETROFIT GLASS PARTITION CLAMPS



Häfele introduces its retrofit glass partition solution which as the name suggests are glass partition clamps that can be installed on existing desks and tables without the need of making any unsightly permanent alterations like drilling out holes or grooves. It can be clamped and fixed onto tabletops made of any material like wood, marble, quartz stones and even glass, with a thickness of up to 45 mm. The transparency of the glass partition provides adequate means to maintain connect within teams or with customers and at the same time restricts direct contact ensuring preventive safety. Whenever not required these clamps can be removed just as easily as they were mounted without affecting the aesthetics of the original desk/table

## RE-MOTE DIGITAL DOOR LOCK



Its time your digital door security system gets used to your busy lifestyle. With Häfele's latest Digital Door Lock- RE-Mote - this is now a happy possibility. True to its name, this lock allows you to manage your home access and monitor security remotely, anytime anywhere. The beauty of this digital lock is that it works on an offline system with no integration to the web; thereby securing all your data and passwords from getting hacked. RE-Mote works on the Bluetooth Technology and can be managed with the user-friendly 'Häfele Access' mobile application. You can set multiple access possibilities for yourself as well as your visitors through different password configurations.



## AQUA MINI DISHWASHER

Häfele introduces a compact freestanding dishwasher variant - Aqua Mini Dishwasher to its Premium Range of Appliances. Ideal for a family of 4 members, the new Aqua Mini Dishwasher fits on your kitchen countertop with ease, can clean up to 75 utensils\* in one wash and comes equipped with Active Clean Technology which kills 99.99% germs at a high temperature wash.

Its dedicated wash programs can be set to clean different types of utensils depending on the degree of soiling - from a highly soiled kadhai to a delicate wine glass, there is nothing Aqua Mini cannot clean, including itself! The self-cleaning program takes care of the dishwasher once it is done washing the utensil load for the day. The intuitive digital interface helps keep track of the time remaining for the wash cycle to complete and showcases details of the ongoing program.

At 49 dBA, Aqua Mini works silently while you go about completing other tasks in peace. With an energy rating of A++ and 25% less electricity and water consumption, this technologically laden dishwasher is 'the' go-to product for any contemporary kitchen. Use Häfele's Range of Dishwasher Additives with the Aqua Mini Countertop Dishwasher to get clean, germ-free dishes after every wash!

\* 8 place settings (8 sets of dining utensils and crockeries) and 1 set of serving utensils.









To know more about Häfele's Dishwasher Additives Range, [click here](#).



## DID YOU KNOW ?

Appliances that are meant to serve a single purpose can easily be replaced with multi-purpose machines. This not only creates more space for you on your worktop but in the long run helps derive compounded value for the money spent by you.

Häfele's **Klara Highline Kitchen Machine** is in essence a kitchen dynamo which successfully amalgamates functions of various countertop appliances like *dough kneader, whisker, beater, chopper, grater, sausage maker, juicer, mixer, blender and grinder*.

-  Planetary motion with 60 touch-points
-  1000W powerful motor
-  Timer function available at an interval of 1 minute (up to 20 minutes)
-  Professional mixing result with electronic control
-  Better user experience with tactical touch interface
-  Elapsed time display helps achieve precision in whisking/blending/kneading
-  5 speed levels offer greater control over textures and results
-  Robust aluminium diecast body, built to last a lifetime



[LEARN MORE](#)

## SPACE<sup>2</sup> COUNTERTOP EXTENSIONS

Häfele brings to you an assortment of transformable furniture fittings under its Space<sup>2</sup> range that virtually multiply the space available. The countertop extensions from this range readily create space in addition to your existing kitchen worktop/ countertop, which serves multiple purposes in various scenarios throughout the day. Whether you need an extended space for your work while cooking or more countertop space for extensive meal preparations – Häfele is here for you! Experience the sophisticated blend of elegant aesthetics and optimum space utilisation with Häfele's Space<sup>2</sup> Range of Transformable Furniture Fittings:

**Axis Linear Countertop Extension:** A linearly sliding countertop which can be fitted onto your existing kitchen surfaces providing additional countertop space for meal prepping and operating countertop appliances or simply functioning as a breakfast table.

**Axis 360° Countertop Extension:** The rotating countertop extension from Häfele's Space<sup>2</sup> Range, intends to not only make more space available to you in an instantaneous, simple and effortless sliding motion but also grants that space a flexibility of movement. Axis 360° can be moved linearly, in a full circular rotation and parked at any angle that suits your convenience, all with the same fitting and installation.



### DID YOU KNOW ?

The weight carrying capacity of **Axis Linear Countertop Extension** increases with the use of central extension runners.

It can on its own carry a weight of up to 120 kg, however with addition of one or two central extension runners, the weight carrying capacity increases to **180 kg** and **240 kg**, respectively.



Häfele **Strip Lights** from the Loox5 Range come equipped with *Samsung LEDs* that enhance the light quality for a homogeneous light distribution, ensuring a uniform colour temperature across the entire system.

The Loox5 Range includes *India's first 5 mm Narrow Strip lights*. The elegant design and sleek build of these strip lights enable you to use them in the narrowest corners of your furniture, making them a perfect choice for any home furniture application

The *Multi-white Strip Lights* allow you to select and set the desired colour temperature between 2700 K (warm white light) and 5000 K (cool white light) according to your mood and requirements

With the help of the Loox5 strip lights, you can create an exquisite ambience in your bedroom, open kitchen, living room or simply wherever you want.



### DID YOU KNOW ?

## TERESA i-90 PLUS



Häfele introduces India's first intelligent filter-free cookerhood - TERESA i-90 Plus, which comes equipped with a filtration capacity 2.5 times that of ordinary filter hoods. Created with enhanced intelligence, this hood can detect not just fumes but other harmful volatile organic compounds (VOCs) in the air inside your kitchen with its perceptive air quality sensor and can automatically work towards eliminating them.

The Nautilus Design of the impeller housing the TERESA i-90 Plus helps in throwing out large volumes of exhaust with the least amount of turbulence and noise (49dBA), hence preventing a backflow of smoke and providing extremely quiet operations! The Active 3-Layer Centrifugal Filtration System effectively separates the oil, moisture, wet smoke and dry smoke from the fumes captured..

Being a filter-free hood, the TERESA i-90 Plus does not require regular inspection and cleaning ensuring efficient function for a longer period of time. While it undoubtedly excels in performance, it does not leave aesthetic far behind. Its contemporary rose gold accents, classic black glass finish and minimalistic feather-touch controls bequeath your kitchen with enhanced elegance.

## ERGO-FIT CUISIO – BLACK FINISH

When our surroundings are uncluttered, our minds are more creative, peaceful and efficient. To sort and organize your kitchen utilities, Häfele brings to you its Ergo-fit Cuisio Cutlery Organisers in an all new Black finish for your drawers irrespective of their widths.

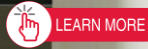
These elegant and high value insert systems, consist of translucent plastic trays of varying sizes that can be arranged in a configuration that feels the most convenient to you with help of premium Aluminium connecting profiles. Each tray can be individually equipped with adjustable dividers, that help create internal segregation, providing individual freedom to organize the drawers to your storage requirements. The rising trend and demand for dramatic black interiors and furniture is here to stay and Häfele's Ergo-fit Cuisio Cutlery Organisers in the new translucent black finish are sure to help you achieve the contemporary kitchen interior you desire!



## AUTOTEC SWING DOOR SERIES

Häfele's New Autotec Swing Door Series from the Autotec Range presents a collection of self-functioning entrances and exits rendering the routine task of operating doors redundant. Equipped with a minimalist, clean design, these systems can be installed on wooden, frameless glass or aluminium framed doors and are an ideal solution for both residential and commercial spaces, hotels, airports, metro / railway stations, government establishments and other places that face heavy human traffic. The two models falling under the Autotec Swing Door Series, S200 and M200 can be configured to handle heavy doors up to a maximum width of 1600 mm and weight of 250 kg; you can also seamlessly adjust the opening and closing speeds of the swing doors.

Häfele's Autotec Swing Door Operators can be used in new constructions as well as retrofitted onto existing manual doors thanks to the choices available in selecting the arm - push arm, slide track pull arm and elbow slide track pull arm. These operators are tested for one million cycles ensuring stability and long-term durability.



## DIAMOND NEO SERIES

Häfele's Premium Range of Appliances equips you with modern technologies and multiple applications that allow you to conduct your chores with finesse. The most recent addition in the range, Diamond Neo Series is a set of curated built-in baking appliances with a focus on effective cooking and versatility while working with different food items. A characteristic feature of the series is the back wall with a diamond shaped pattern that helps in efficient heat distribution and faster cooking.

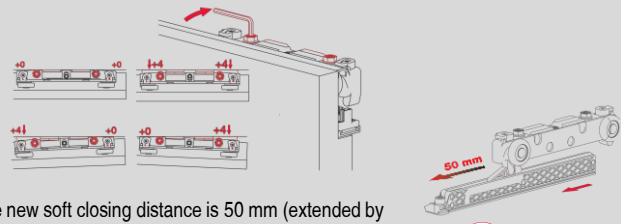
The Diamond Neo 28 Built-in Microwave comes with a nano-coated cavity, flat bed surface for maximum space utilization and a grilling option. The Diamond Neo 70 Built-in Oven is armed with double low emissivity glass and high temperature resistant enameling for better cooking, and multiple modes and a smart cook option for different types of food items. The intuitive display helps you easily control and monitor your cooking process with a single touch and the seamless design helps these appliances to blend in with your kitchen cabinetry. You can install both, the microwave and oven together to achieve the best roasting, grilling and baking results.



## DID YOU KNOW ?

**Classic 80 M** is a concealed straight sliding system that hides snugly behind your wooden panel and operates with the same efficiency as any other straight sliding system. As a result, you cannot see the heavy-duty operating system which is generally visible in most sliding applications; all you see is the elegance of your wooden front! This sliding system (article no. 940.59.009) now comes with the following *upgrades*.

- The new running gear of Classic 80 M comes with optimized adjustment facilities:
  - The height can be adjusted by + / - 2 mm, previously only + 2mm adjustment was possible
  - The door distance from the wall can be adjusted on both sides by + 4mm to compensate the possible wall irregularities. These adjustments can be made without removing the door from the slide.



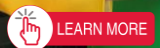
- The new soft closing distance is 50 mm (extended by 20 mm)



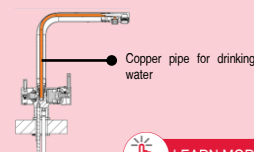
## SENSOR ADAPTER FOR FAUCET

Häfele introduces Sensor Adapter to its sanitary range, a product that fits onto any existing manual faucet and makes it automatic, thus promoting hands-free and germ-free operation, helping us prevent unnecessary contamination in our homes.

Equipped with two sensors, one automatic sensor at the bottom and one wave sensor at the side, the Sensor Adapter provides dual efficacy to the faucet, making it accessible in more ways than one. With the bottom automatic sensor, perform routine washing and cleaning tasks seamlessly and with the side wave sensor, complete the same chores while leaving your hands dry! Häfele's Sensor Adapter is compatible with faucets of different sizes and types and comes in an easy-to-install assembly. For a 360° hygiene protection, pair it with Häfele's Sensor Liquid Soap Dispenser



## DID YOU KNOW ?



The **Be Pure Faucet** from Häfele's Kitchen Faucets Range, comes with a *separate copper pipe and ceramic valve connection* through which drinking water is supplied. This helps maintain purity for healthy and safe water consumption.



## PRODUCT HIGHLIGHT

This section showcases details of our ProDoor Aluminium Profiles Range, that was launched recently. It provides an overview of the range and elaborates on the features of each series within the range

### ProDoor Aluminium Profiles Range



In the world of design, trends change and evolve continuously with new innovation and technology. Keeping up with them and bringing to you the latest, technologically advanced and price-competent solutions for your home interiors is what we at Häfele strive to achieve. Kitchen as an area of the house, especially with many now opting for contemporary layouts that foster openness and community building activities among family members, often attracts the potential for constant innovation through the ever-evolving usage patterns and the ever-changing definitions of functionality and ergonomics.

Häfele introduces a new collection – ProDoor under its Aluminium Profiles Range that will enable you to visualise your furniture as a canvas and will let you play around with fittings, bringing to you the possibility of achieving trends such as handle-less doors, adaptive colour schemes, vintage-inspired contemporary designs and clean door designs with no visible hardware.

Häfele's ProDoor Range attempts to provide you with an array of profile systems for constructing cabinet doors that flawlessly complement the overall design aesthetics of not only the kitchen but also other living spaces of your home and have the potential of upgrading them to their most contemporary version yet. The range comprises of Match Door, Plusch Door, Klar Door and Wardrobe Rail. These door systems are available in two classic finishes, Brushed Stainless Steel for silent sophistication and Brushed Black for a hint of dramatic flair.

### Klar Door



Häfele has the right product for every area of your home. Klar Door creates smart and elegant looking cabinet systems and can be used in multiple areas of your home. Perfect for wall units, wardrobes, bar cabinets, etc., the unique structure of the profile helps create vintage-inspired contemporary designs with the handle running along all sides. It is a versatile profile that not only is apt for your kitchens but also seamlessly extends the kitchen design to adjoining multipurpose living spaces. Klar Door can also be clubbed with Häfele's Wardrobe Accessories to create sophisticated wardrobes or storage solutions.

### Match Door



For an overall clean and immaculate kitchen appearance, people are increasingly opting for handle-less kitchens. Handle-less solutions ensure that the kitchen interiors are completely clear with seamless visuals of cabinet and drawer fronts.

Match Door Profiles transform this vision beautifully into a reality. Fundamental in style and providing you with the option of customisation, these profiles offer you the freedom of working with the colour and tonality of your kitchen, creating it as per your imagination.

### Plusch Door



Plusch Door from the ProDoor Range goes one step beyond your conventional profiles. With Plusch Door Profiles, you can experiment with different materials for the cabinet doors and drawer fronts like veneer, glass, metal sheets and ultra-compact stone surfaces like Dekton (4 mm) to create visually stunning interiors while keeping the door weight light. All the hardware and screws are hidden conveniently behind the decor material from the front while a thin back panel slid into the frame from the inside seals the hollow cavity created by the profiles, leaving you with flawless-looking furniture doors.

### Wardrobe Rail



The Wardrobe Rail is a valuable addition to Häfele's Wardrobe Accessories range and fits in perfectly with wardrobes made with the Klar Door or Plusch Door Profiles. Available in the same two finishes of Brushed Stainless Steel and Black, the wardrobe rail complements the other profiles in this range. It comes with a provision to install LED Strip Lights and diffusers offering ambient/functional lighting inside your wardrobes.

## WHAT'S NEW

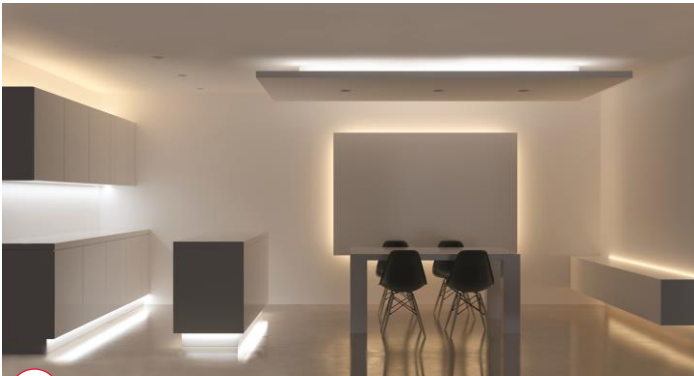
At Häfele something is always brewing. Reinventing ourselves and the way we operate has been a persistence goal so that our resultant products and services are flawless and our processes, seamless. This section takes you through the new initiatives taken up by us in the previous two quarters.

### FURNITURE LIGHTING DESIGN SERVICES

Lighting an interior space has come a long way, from using conventional light solutions to evolved, sophisticated and customised lighting solutions. We find customers looking for a service which is hassle-free and curated to bring out the specific functionality and design element needed for their interior spaces.

Häfele's Own House Assortment Brand – Loox, a pioneer in the Furniture Lighting Industry, includes fittings that are engineered to deliver high performance, quality and aesthetics. Leveraging the technical and design expertise, Häfele Lighting Introduces one-of-its-kind, **Lighting Design Services**. This service lets you choose and design an inspired interior space that will truly meet your lighting requirements.

The Lighting Design Service offers a Bespoke Design approach that ensures you have the right light fittings for the right task or application. Our team of design experts curate a lighting solution that enhances and brings out true functionality of your living spaces. *The Lighting Design portal is simple and intuitive in capturing your lighting requirements. It then lets the design expert create a Lighting layout that best suits your illumination requirements.*

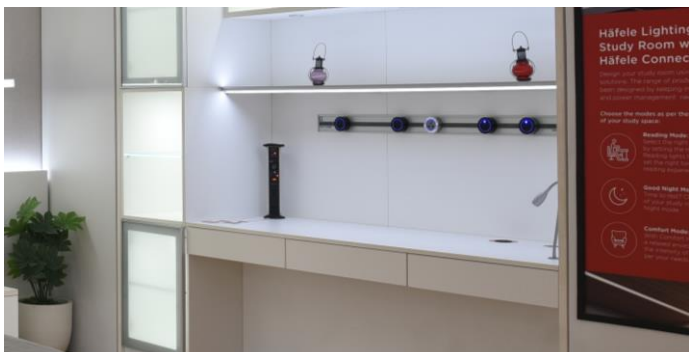


[CLICK HERE TO REGISTER FOR HÄFELE LIGHTING DESIGN SERVICES](#)

### STANDARD LENGTHS: TWO-WAY PROFILE LIGHTS

Häfele's **Two-way Profile Light** provides illumination in the inner cabinets as well as under the cabinets. Additionally the niche created by the profile design serves as a handle to pull open cabinet doors. The milky diffusers (that ensure a clean homogeneous output) together with the sophisticated silver finish of the profile impart an elegant look to the interiors. These profiles are ideally suited for application in niches and overhead kitchen cabinet and shelves.

The Häfele Two-way Profile Lights are now available as *ready-to-install kits in two standard sizes of 563 mm (2 feet) and 863 mm (3 feet)*. These customised article numbers come with the two-way profile, strip lights and connecting lead, pre-assembled for ease of operation. Furthermore, they do not require site installation and can be integrated at the time of cabinet making, thus providing flexibility. Through this, we aim at adding everyday value to your business by reducing your labour and wastage costs.



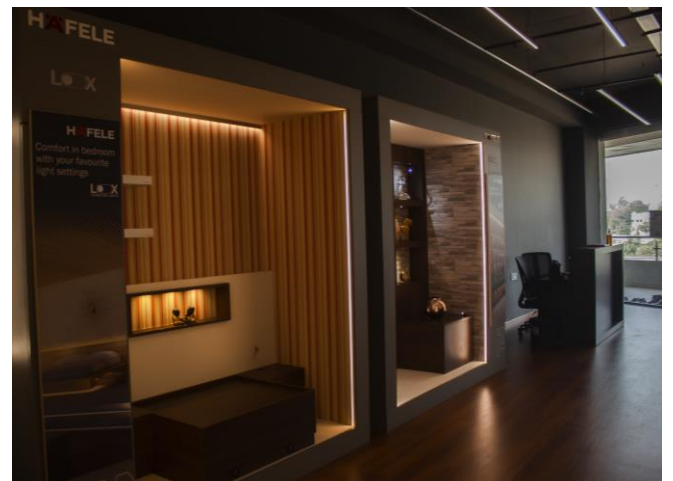
### LOOX EXPERIENCE CENTRE

Loox as a brand enjoys a special position among Architects, Designers and Interior Contractors who are now increasingly using light and light concepts while designing home and interior furniture. It is backed by years of technological know-how and expertise; and offers the widest range of lighting solutions in the Indian Market today.

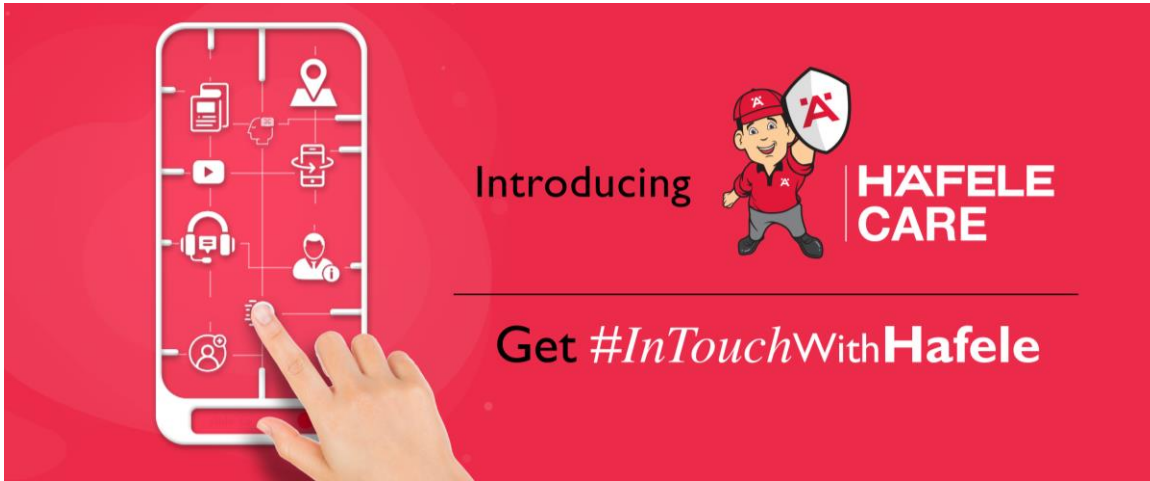
Last year in October, Häfele opened its very first Loox Experience Center in Ahmedabad. This state-of-the-art facility offers an ideal environment for patrons, clients and customers to experience functionality and seamless technology of the Loox Furniture Lighting Solutions. Spread across 800 square feet of floor space, the Loox Experience Centre is an exclusive Häfele showroom that has been opened in collaboration with one of the company's biggest Lighting Distributors – **Luxus Lighting Solutions**.

Conceptualized to offer a practical and hands-on experience, the showroom presents a series of product displays that have been designed as real-time application modules, executing latest trends as well as offering real functionality to customers. It showcases all types of furniture and linear light applications including Horizontal and Vertical Wardrobe lights; drawer, cabinet and under-cabinet lights in kitchens, Pop-up boxes, TV back panel and showcase lighting in living rooms, bed-board, skirting and ceiling lighting in bedrooms; niche lighting and integrated sound & light vanity mirrors (the Aquasys range) in Bathrooms; together with a complete range of profile collections and other solutions.

Customers can also enjoy a host of services at this experience centre like Light planning and designing, try-and-buy (Mock ups) services, free installation guidance or installation services at nominal charges. *Häfele plans to launch more experience centres like this one soon.*



## HÄFELE CARE



The Häfele Care Programme has been developed keeping the following commandments at its core

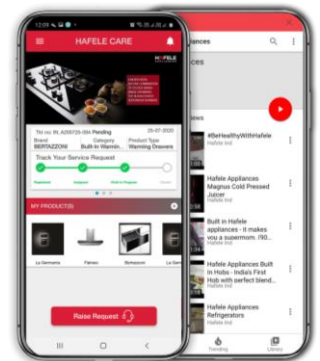
- C**  
Customer comes first
- A**  
Assuring the highest standards of service
- R**  
Relationship building with a WOW factor
- E**  
Excellence in everything we do

We, at Häfele, believe that our customers lie at the helm of our innovations – it's their needs, expectations and feedback that constantly drive us to do different things and to do things differently. From the very beginning, Häfele has used its customer engagement experience to differentiate itself in the Indian Market as a 'complete solution provider'. This means that for us, service is not just an allied offering; but forms the very essence of our culture and stems through every action that we take. For us, service is not just a reaction; but a philosophy that forms the very basis of our business strategies and innovations. For us, service is not just about customer interaction; but about relationships that are built over years of keeping our promises and maintaining our commitments.

We bind these definitions of what Service means to us into our one-stop customer engagement Programme called "**Häfele Care**".

### The Häfele Care App:

To provide complete access to our Customer engagement programme, we have now launched the Häfele Care App. *As a first step, this App is focused on our Appliances category, providing you everything from raising service requests to seeing product catalogues and video demos of this range.* So click on the following links to download your Häfele Care App and give us a chance to address all your needs effectively.

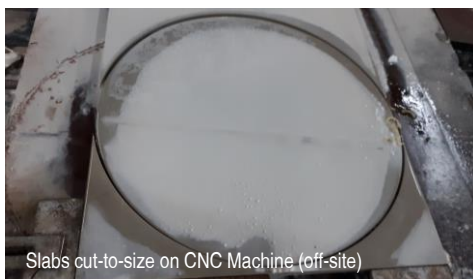


## QUARTZ SURFACES: OFF-SITE FABRICATION

Customization is the future and we at Häfele are not just aware of this fact but also ensure that every product or service offers a certain degree of customization be it in terms of finish or size. Häfele Surfaces has introduced customized **off-site fabrication services for its quartz surfaces**. *The fabrication of the slabs, under this process, is done off-site with Computer Numerical Control (CNC) machines and the fabricated (cut-to-size) slabs are then taken to the consumer's site for installation.*

This process has resulted in many benefits :

- The CNC cutting done off-site helps in maintaining accurate dimensions of the slabs and reduces the chances of errors and slab wastages.
- Off-site fabrication makes the process swifter and faster, thereby saving a lot of time at site. The only work to be carried out at the site is installation of the cut-to-size quartz slabs which can be carried out within hours. Earlier fabricators had to work for days on-site to get the work done.
- Off-site fabrication results in a cleaner, dust-free environment at the site, thus making the overall process hygienic for the customer.



Slabs cut-to-size on CNC Machine (off-site)



Cut-to-size slabs ready for installation



Final installation at site



Final installation at site



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