

focus sb

40th ANNIVERSARY

For immediate release October 2019

de Gournay selects Focus SB for VIP Shanghai showroom

de Gournay Shanghai selects Focus SB's Prism electrical accessories to adorn its luxurious hand painted wallpapers displayed in its VIP showroom, resulting in a delicate visual fusion between the two leading high end British brands set to delight Chinese buyers.

With an unrivalled reputation for its hand painted wallpapers and fabrics since 1986, de Gournay sought to find only the best in electrical accessories available in China's market today, choosing Focus SB's high quality Prism hand finished clear plate to stylishly and discreetly complement its beautifully choreographed VIP Shanghai showroom displays.

The first in Europe to achieve license to design, manufacture and export its products to China in 2017, Focus SB dazzled visitors at the first ever China International Import Expo in 2018 with its extraordinary Horizon minimalist 1.5mm thick metal switches and sockets. This was followed by showcasing its 'royal standard' collection of customisable precious metal plates in rose gold, 24K gold and platinum at Design Shanghai 2019 for the first time, featuring striking displays beautifully complemented by de Gournay's exquisite hand dyed Pineapple Damask wallpaper on Gun Metal dyed silk.

Recently specified for VIP lounges at Pudong Airport Satellite Terminal, Shanghai, Focus SB has seen a notable increase in the number of Chinese interior designers seeking to specify the company's hand finished luxury metal plates, having never before been able to acquire an equivalent as standard compared with Europe. The company's distributor partner in China, Kursel Ltd has announced that due to unprecedented interest in Focus SB's precious metal bespoke sockets and switches in Asia, products from the company's extraordinary collection are available via its Shanghai Office, price on application (POA).

Duncan Ray, Focus SB's head of strategic partnerships thanks Richard Song, de Gournay director, China: "It was a pleasure to have met you at Design Shanghai. Thank you for choosing to use Focus SB product in the refurbishment of your Shanghai showroom – we are delighted to be selected by de Gournay for this prestigious project and look forward to future collaboration worldwide."

With a heritage that is steeped in traditional handcrafting, Focus SB has been dedicated to manufacturing electrical wiring accessories of unparalleled quality for 40 years. The company's unique capability for offering extensive plate options and a bespoke service has consistently won high praise from a variety of clients including

those specifying for high-end residential, commercial, luxury hotels, superyachts and royal palaces. The brand still uses 'primitive' manual processes to polish and process each of its metal plates in the UK.

In Europe Focus SB's products are seen as 'wall jewellery' by the design industry, as there are similarities in techniques when making metal switches, sockets and other electrical accessories to those used for designing and crafting customised jewellery.

Notably, Focus SB is the first and only British and European manufacturer licensed to export its switch-plates to China, boasting the widest range of plates and finishes conforming to the China Compulsory Certificate (CCC mark); outstripping all other electrical wiring accessory manufacturers based in China.

Although Focus SB has a long history as a traditional British manufacturer, the company is open minded to considering future potential global opportunities. Duncan Ray commented on China's market: "Similar to how we started and established our business in the Middle East over the past 20 years, without doubt China is a top market for us. We have also begun product research and development for a Smart Control System which we've found is very necessary for China's market. We also think the experience of entering China's market is something that we can replicate in other countries and regions in the future."

Ray continued: "Just like Focus SB's company philosophy 'a good design should be stripped back to basics' and instead of coming up with a plate finish in line with what the team thought everyone else might be doing, should focus on the company's target market and take the lead from design trend influencers dictating the future of modern interiors." He concluded: "Last year, Focus SB partnered with Kelly Hoppen, one of the most sought after interior designers in the world. We believe we will cooperate with world famous designers more often in the future."

To arrange an appointment at one of the company's showrooms, or a presentation at your design studio in China please contact [Kursel Ltd](#).

For further information about the company's premium electrical wiring accessories collections in the UK and China please visit [Focus SB](#).

T: 01424 858060

E: sales@focus-sb.co.uk

W: www.focus-sb.co.uk

UK Head Office: Focus SB Ltd, Napier Road, St Leonards-on-Sea, East Sussex, TN38 9NY

Kursel is the exclusive distributor of Focus SB products in the following countries and regions:

- China
- Taiwan
- Macau
- Hong Kong
- Malaysia

E: focus@kursel.com

Image captions:

Richard Song de Gournay director China (left), Duncan Ray Focus SB head of strategic relationships (right) pictured with hand painted Amazonia Chinoiserie wallpaper on Florence Pink Dyed Silk.

de Gournay hand dyed Pineapple Damask wallpaper on Gun Metal Dyed Silk, Focus SB's stand Design Shanghai 2019.

Prism flat plate acrylic, bevelled and flame polished edge is selected by de Gournay for its Shanghai VIP showroom.

Focus SB Prism flat plate acrylic, de Gournay's Shanghai showroom.









-Ends-

For further information please email Suzi Baker or Nancy Harffey, marketing & communications at press@focus-sb.co.uk. General product and company information please contact marketing assistant, Nikki Leach at press@focus-sb.co.uk or on 01424 858060.

Notes to editors: product images are available on request.

About Focus SB Ltd:

Focus SB® is a UK manufacturer specialising in the design, development, tooling and manufacture of pressed metal components and standard and bespoke electrical wiring accessories for luxury hotels, heritage buildings royal palaces, high end residential and superyachts.

The company's precision engineering capabilities include:

- Component design and development
- Prototypes and samples
- Flexible production programmes
- CNC milling
- Assembly and finishing
- Press tooling
- CNC wire erosion tooling
- Press work

Focus SB commenced trading in April 2001 and was the result of a merger between Sussex Brassware Ltd (which commenced trading in 1979) and Focus Electrical Ltd (which commenced trading in 1996). In 2004, Focus SB acquired general engineering business, CH Turner & Sons Ltd and brought plate manufacturing in-house. Focus SB exports to China, Taiwan, Macau, Hong Kong, Malaysia, Bahrain, Brunei, Ghana, Jordan, Kuwait, Malta, Nigeria, Oman, Qatar and Saudi Arabia.

Unique to Focus SB:

- One of few manufacturers able to match its rocker and toggle switches to its plate finishes.
- Electrophoretic lacquering of polished brass plates providing durability and a hard wearing finish, ensuring products keep their appearance over time.
- The only UK electrical accessory manufacturer with total control of its manufacturing process in-house.
- First and only UK and European electrical accessory manufacturer licensed to manufacture and export wiring accessories to China (Oct 2017).

Product innovations:

- The only truly flush-mounted electrical plate for the UK market, the Focus SB Smoothie®, designed in collaboration with the architects and designers, SHH (2014).
- The only fully certified 2 way and centre-off retractive toggle grid switch suitable for use with mains voltage and ELV in the UK (2017).
- Product range developed for China export (2017)

Key projects:

Five star hotels

- Corinthia Hotel London
- Jumeirah One Blackfriars
- Jumeirah Carlton Tower Knightsbridge
- Royal Lancaster Hotel
- MGM Cotai (Macau)
- Royal Garden Hotel
- Chiltern Firehouse
- InterContinental London Park Lane
- The Gleneagles Hotel
- Londoner (Macau)

...Focus SB Key projects ctd:

Prime residential

- 20 Grosvenor Square
- Clarges Mayfair
- Chelsea Barracks
- The Lancasters Hyde Park
- 22 Parkside

Heritage

- Hampton Court Palace
- The Royal Pavilion Poundbury

Commercial

- Pudong Airport Satellite Terminal (Shanghai)

Accreditations and certifications:

- ISO 9001:2015 BSI certified
- Accredited partner of the Society of British and International Interior Designers (SBID)
- Members of the Made in Britain Campaign 2016
- Members of China-Britain Business Council's Outbound Programme (CBBC) 2017
- CCC (China Compulsory Certificate) approved, CQC (China Quality Certification Centre) compliant 2017
- Signed up to Disability Confident scheme 2017

Intellectual Property:

- Focus SB® registered 6th May 2014
- Focus SB Smoothie® registered 24th June 2014

Feb 2019

de Gournay - a family company creating the world's most luxurious hand painted wallpapers, fabrics and porcelain

Cultivating an unrivalled reputation for their hand painted wallpapers and fabrics since 1986, de Gournay specialise in the creation of vibrant Chinoiserie designs, exquisite Japanese & Korean motifs and 19th Century French inspired Panoramics, in addition to hand fired and custom painted porcelain.

Reviving ancient traditions and 18th century techniques, the company's select team of highly skilled artists bring interiors to life with sensitive re-interpretations of historic painted papers and additional contemporary collections; bold aesthetics that inhabit traditional and contemporary environments alike with engaging flair.

A considered depth and extraordinary attention to detail characterise Gournay wallpaper. Each artist leaves a unique trace of themselves in their work and this 'spirit resonance' is central to the ethos of everything the brand produces, resulting in a variety of feted collaborations: with fashion designers and luxury brands such as Chanel, Dior and Aquazurra, and establishments such as Houghton Hall, Annabel's and Bergdorf Goodman's, and innumerable projects with the world's leading interior designers.

Founded by Claud Cecil Gurney with his nephew, Dominic Evans-Freke, and now joined by his daughters Hannah and Rachel, de Gournay's bespoke expertise enables them to meet the exact needs of the most discerning of clients; ensuring the unique vision of each individual can be fulfilled, no matter how complex.

info@degournay.com

www.degournay.com