



For immediate release October 2017

Focus SB excites Expo Build visitors

First time exhibitor, Focus SB's stylish product showcase at the 25th comprehensive building show in China drew huge interest from visitors in the construction and hospitality industry at this year's Expo Build.

Expo Build provides a one-stop event incorporating the building industry, ceramics, tiles and sanitary ware China, mosaic and stone China, Hotelex, ExpoLight, China Clean and ExpoShop. This year's event, held at the Shanghai New International Exhibition Centre 45,000 sq m venue attracted 31,037 visitors from the building and hospitality industries, including industry professionals, traders, agents, designers, hotel owners and developers from 81 countries.

Visitors to the show were 'wowed' by Focus SB's premium wiring accessory products, having never come across similar before. Displayed in glass cases in a roped off area of the company's stand, it was necessary to organise visitors into an orderly queue to view the creatively, almost regally-presented sockets and switch-plates; such was the level of interest. Products were removed each day and put under lock and key for fear of unauthorised removal. Several offers were made to purchase one gold bespoke plate manufactured specifically for the show, however disappointed would-be purchasers were informed it wasn't for sale. Needless to say, this only served to fuel sky-high interest!

Focus SB will be exhibiting at [Expo Build China 2018](#). Brochures and product information are available from China distributors Kursel Limited, please email focus@kursel.com.

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

Image caption: *Back (left to right): Mark Curtis (Focus SB), Mitchell Meng, Mark Tang, Zhang, Edward Dempsey (Kursel Ltd). Front (left to right): Sunny Chen, Lily Wu, Fayoni (Kursel Ltd), Duncan Ray (Focus SB).*



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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: additional 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, standard and bespoke electrical wiring accessories for luxury hotels, high end residential, period properties and yachts. 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

With origins emanating from Brassware Sales Ltd in 1979, Focus SB was established in 2001 when Sussex Brassware Ltd and Focus Electrical Ltd merged. 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 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 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 in the UK (2017).
- Product range developed for China export (2017)

Key projects:

- Hampton Court Palace
- One Blackfriars
- Royal Lancaster Hotel
- MGM COTAI (Macau)
- The All England Lawn Tennis Club
- The Gleneagles Hotel
- Walmer Yard

Accreditations and certifications:

- ISO 9001:2015 compliant
- 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