

Press kit August 2024



RENAISSANCE

a work of art

focus sb®

British Manufacturer



Award Winning British Electrical Accessories Manufacturer, Focus SB Launches an Exceptional Solid Brass Flat Screwless Plate with Square Corners

Focus SB® unveils a high quality low profile solid brass flat screwless plate featuring distinctive square corner detail entitled **Renaissance**, an evolution of a classic design and unrivalled on the luxury electrical hardware market.

Modern and crafted to last in-house from highest specification recycled solid brass, the stylishly symmetrical Renaissance low profile screwless plate is manufactured utilising more raw material than similar options on the market. Human artistry complemented by custom CNC and Cobot technology showcases a striking product featuring outstanding precision engineered qualities with deliberately unbranded socket inserts and a lack of visible screws for a minimalist design aesthetic.

Imagined in-house, the Renaissance product design is led by sustainable processes from start to finish. Available in bespoke sizes, this attractive low profile solution is achieved by cleverly conceived pocketed, clip and divot design details to the rear of the plate with hidden fixings for a superior flush electrical installation. With precisely machined switch and socket apertures, detail and craftsmanship are reinforced by reverse pressing blank brass plates for sharper edges which are hand polished for consistent high quality, a signature touch unique to Focus SB.

Exclusive to the Renaissance product range, a finish palette comprising 'Ochre', 'Sienna', 'Roma' and 'Umber' features satin and burnished brass, satin nickel and Jordan bronze. The 'Canvas' finish option offers specifiers a primed solution supplied ready for painting prior to installation on site for design story continuity. Plates are sprayed with matt lacquer in-house to retain lustre.



Available for architects and interior designers to specify for prestigious residential and hospitality interiors projects in Hong Kong, the Middle East and the UK, Renaissance faceplates are manufactured, finished, tested, assembled and packaged in-house across the company's three production sites in St Leonards on Sea, East Sussex prior to despatch.

Managing Director Focus SB, Gary Stevens says: "When I set our in-house technical design team the Renaissance brief in 2021, I knew it would be challenging because what I wanted didn't exist! The concept was to design a true flat screwless plate with square corners, rather than a formed, or dished plate, or one that sits inside a frame in two pieces, or sits on a visible plastic frame, like the majority of available products on the market.

"I also wanted the ability to create bespoke sizes because that will be a prerequisite for most high end residential or hospitality projects. The team set about designing and trialling various solutions, taking inspiration from traditional and modern architecture, and the result is Renaissance, the rebirth of a classic design. A product like no other on the luxury market today – a true work of art."

Contact Focus SB's head office to book a face-to-face appointment with the company's UK-based expert product consultants to discuss your project. (*Patent Pending UK & China 2207356.3*)



Images: from left to right:

2G 13A power delivery switched socket Ochre finish

8G black trimmed rocker switches -

Roma (satin nickel)

1G 5A unswitched socket Ochre (satin brass)

2G rotary dimmer switches Umber (Jordan bronze)

6G low-voltage round button vertical keypad switch -

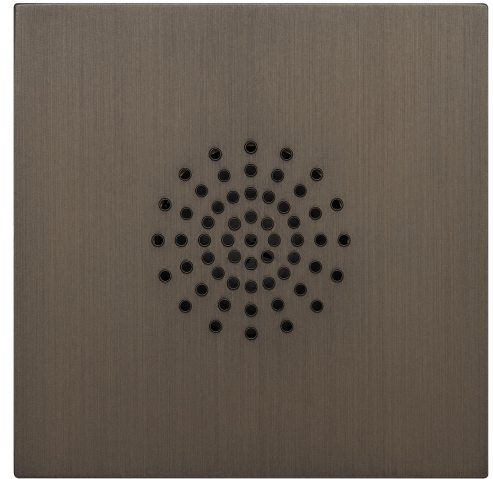
Sienna (burnished brass)

4G low-voltage round button keypad switch -

with programmable LEDs Roma

1G with Contemporary toggle grid switch Sienna





Images: from left to right:

*Bespoke 6G low-voltage vertical keypad with four toggles and two round push button switches
Umber (Jordan bronze) finish*

Panic alarm button Sienna (burnished brass)

Sounder cover plate Umber

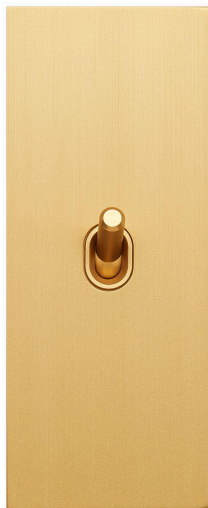
1G architrave plate with Contemporary toggle Ochre (satin brass)

2G 20A 2 way architrave rocker grid switch Umber

2G low-voltage square button architrave keypad switch with LED Ochre

2G low-voltage square button architrave keypad switch Umber

4G low-voltage round button architrave keypad switch with LED Ochre



- Ends -

Editors notes

Focus SB® is a King's Awards for Enterprise award winning market leading British manufacturer renowned for the design, development and specialist hand finishing of premium electrical wiring accessories, blending traditional artisan techniques with the latest technology; specified for world class hospitality and leisure resorts, prime residential developments, heritage buildings, royal residences, luxury yachts and commercial projects both domestically and internationally.

Established for over 44 years in St Leonards on Sea in East Sussex, every piece the Focus SB brand produces showcases precision engineered prowess underpinned by the finest solid brass and stainless steel raw materials sourced from UK mills, with the company's premium products enhancing the interiors of impressive private residences and architecture world-wide.

In-house designers, technicians and artisans manufacture, finish, assemble and test luxury electrical accessories, with bespoke in-house services including design and finish continuity enabling consultants and specifiers to match finishes across an extensive range of products including switches, sockets, panic alarm buttons, sounders, keypads for wall controls and multi-service combination plates for hotel guest room interiors.

Focus SB commenced trading in 1979 and exports to Asia, the Middle East, Malta and West Africa. In 2017 Focus SB made history in its industry when the company became the first and only British and European manufacturer to gain CQC factory accreditation to supply and sell wiring accessories directly from Europe to mainland China, also gaining full CCC licence for all of its products for the Chinese marketplace.

The company's specialist capabilities include electrical accessory design, development and testing; bespoke metal plate design and manufacture; specialist metal finishing and complex supply chain project management.

Projects include: Aspen at Consort Place, Twenty Grosvenor Square, Belmond Cadogan Hotel, Corinthia London, Royal Lancaster London, Chelsea Barracks, No.1 Grosvenor Square, The Glebe, Hampton Court Palace, Windsor Castle, The Londoner Macao and Pudong Airport Satellite Terminal VIP lounges.

Focus SB is committed to reducing its carbon footprint by taking all appropriate measures to minimise any impact on the environment throughout the business from operational to manufacturing processes. The company's green energy investment plans have included solar panel, LED lighting and electric car charging points installation. Laser marking technology enables Focus SB to offer a standard alternative to screen printing, for improved fine detail quality and to significantly limit the use of environmentally damaging consumables and reduce waste.

A Disability Confident Employer since 2017 Focus SB is committed to creating equal opportunities and a diverse and inclusive workforce, seeing the company work closely with local charity Little Gate Supported Employment for over four years.

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Focus SB 24/7 newsroom - PR & image download