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New wall display at Focus SB's Beijing project showroom

Beijing Building Materials Trade Tower, one of Focus SB's showrooms in China, has recently added a beautiful wall display.

Luxury brand Focus SB's high quality electrical wiring accessories are mounted on three blue boards, which are designed as traditional British door decorations. Sockets and switches are displayed on classic European decorative Damascus patterned wallpaper, giving the show boards the mystery and nobility of a royal garden. Visitors to the company's recently opened Beijing project showroom can view Focus SB's Sheraton, Victorian, Georgian plate styles, and contemporary Horizon range, along with customised plates for private residences and hotels. With an array of different finishes, these samples give a comprehensive overview of Focus SB's eye-catching electrical accessories.

Focus SB has opened five showrooms across China, two in Beijing, one in Hangzhou and one in Hong Kong, following the British luxury brand's successful launch at Shanghai's Grand Hyatt in 2018. The company's flagship showroom is located in the iconic Jin Mao Tower in Shanghai.

In China, Focus SB's showrooms usually display products in jewellery cabinets to bring out the quality and elegance of its electrical accessory collections which are likened to 'wall jewellery' in Europe. The new wall display however, enables guests to take a closer look and to touch to the company's beautifully-finished products, offering a more tactile experience.

Please contact Focus SB's distributor partner in Beijing to know more about its 'wall jewellery' products.

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Images caption: *Electrical wiring accessories luxury brand Focus SB's new wall display at its Beijing Project Showroom.*







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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: 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 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
- Royal Lancaster Hotel
- MGM Cotai (Macau)
- Corinthia Hotel London
- The Gleneagles Hotel

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

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