

Manufaktur

# The world of individual solutions

:hager



# The "individualisation" mega-trend. And what this means for electrotechnical installation today.

We've noticed this trend, taken stock of our resources and know-how and determined that we have a huge range of options available to us to successfully follow this trend.

By combining our expertise from the three Hager, Berker and Elcom brands so that we can apply it flexibly, we create complete solutions capable of meeting any needs, no matter how individual.

Welcome to the Hager Manufaktur.

# Standard solutions are the past. Made-to-measure is now.

Image: 360° solution: tehalit.BRS  
dado trunking, white painted  
steel sheet with device installation.  
Factory-made for installation  
in a round reception desk.

The desire to express ourselves in a way that is all our own has never been stronger. And the opportunities to do so have never been more varied. This desire is reflected in a particularly unique way in our personal worlds, both at home and at work. Standard solutions simply cannot meet these needs.



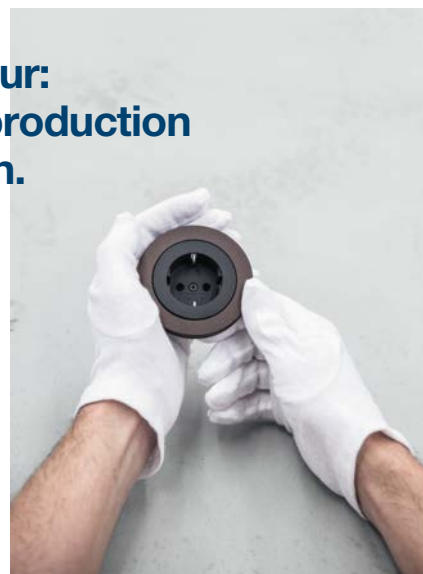
# Building blocks of opportunity.



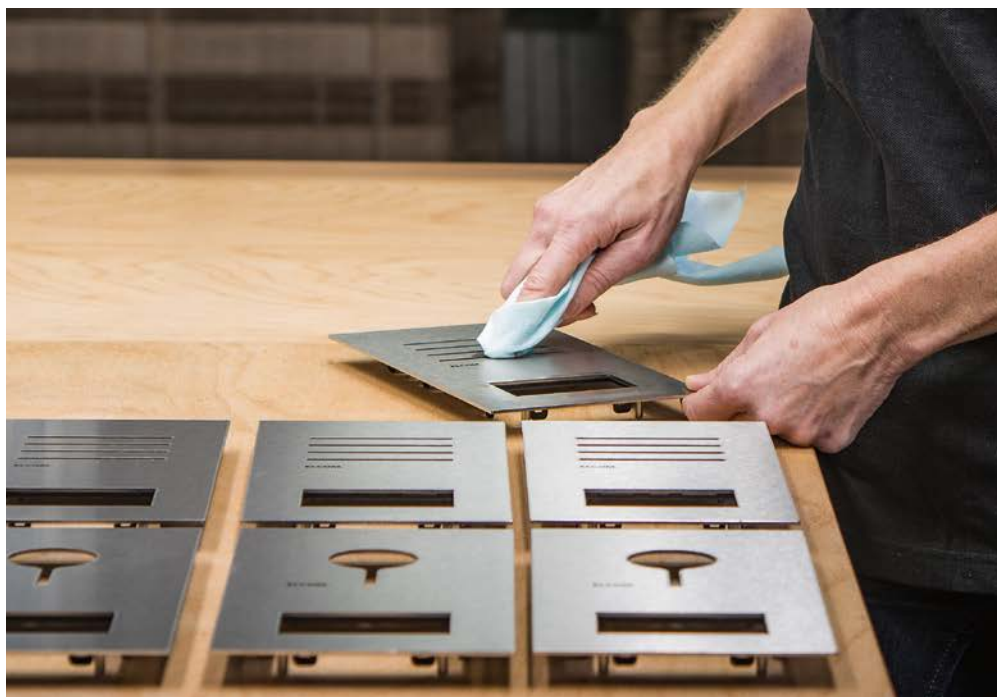
The interior design of a room is like a composition. Carpet, switches, rugs, door communication... Each component affects all the others. The harmonies of colours and surfaces are utterly unlimited. And here is an invitation to play. Play until the entire concept makes the statement that you want it to make.

The Manufaktur concept includes all individual solutions offered by the Hager, Berker and Elcom brands. From individually designed packages from our existing ranges or modification of individual products to specially developed one-off solutions, produced by hand with the utmost care. The spectrum is enormous and encompasses almost the entire range of modern electrotechnical installations.

### High-end Manufaktur: Development and production of a one-off solution.



**Image:** Berker R.Classic series, black with powder coated stainless steel frame.



Hand-picked: Each workpiece is individually checked by a member of staff before it leaves the production facility. The only items we send to our customers are those which are truly perfect.

**Image:** Elcom font panels after lasering.





# The whole. Why it is more than the sum of its parts.

**Stefan Frevel**, Sales  
Director, is responsible for all  
six Hager sales regions in  
Germany.

# Electro-technical installation is made-to-measure work nowadays.

## **Interview with Stefan Frevel**

Sales Director at Hager Vertriebsgesellschaft

Mr Frevel, you refer to the overall concept of electro-technical installation. What should we understand by this?

**SF** Nowadays, it's no longer about simply supplying a room with energy. Light, electricity, door communication, heating, ventilation... It's all networked and it's all controllable. As such, it's no longer possible to view a room or a single aspect in isolation. You need an overall concept that covers all areas and that very precisely defines and illustrates all requirements. That's the only way to create an installation that really leaves your customers satisfied. Looking at the overall concept is a huge challenge for planners.

Each installation is the result of individual planning. Where does this claim come from?

**SF** The trend of individualisation is an external stimulus which companies need to react to. This trend covers practically all areas of living. Free time,



**"The trend of individualisation is an external stimulus which companies need to react to."**

living, working. The resulting demand is one that we encounter at bakeries, where you can order birthday cakes with a photo, in the automotive industry, where you can combine a leather steering wheel with fabric seats, or when ordering trainers which you have designed yourself on the Internet.

It's even more important to you that you don't have to compromise when we're talking about your own apartment, your workplace or the new construction of a company headquarters. Quite the opposite – made-to-measure solutions are what's requested. Especially when it comes to electro-technical installation.

What does the process of creating a made-to-measure solution look like?

**SF** It's best to involve experts as early as possible. All it takes is one phone call to contact a Hager field service agent who will provide you with specialist advice on cable routing, door

communication and our entire range of switches. They know the options, support you when it comes to tender texts and have a direct line to all specialist departments if you want to develop something completely new.

The actual order process takes place as usual via the electrical wholesale trade. Scheduling, delivery, invoicing – all from a single source.

So the Manufaktur isn't just for unusual requests?

**SF** No, not at all. We're all individuals – to the extent that we want sockets to be positioned exactly where we need them. We want the intercom to match the light switches. We want our offices to be equipped with media columns, and more. Even the unique arrangement of the individual components into an overall installation is done by the Manufaktur.

Because the arrangement, the cable routing ducts cut to specifications and the placement of the intercom system are all completely unique and only put together for this construction project.

You always have to look at an installation as a whole. And that is part of Hager's benefits – with us, you get it all. Everything fits together and everything works together. Everything's cut from the same cloth, both in terms of its appearance and its technology. And the quality stays the same. No disruptions, no compromises. A complete solution that works. This is something that can only be achieved with luck and significant effort if you approach each department separately.

And, as interested as we are in the concept as a whole, we are always fulfilling personal wishes, in the end. We still offer pieces which are made by hand. Sometimes only once.





# Special requests in mass production.



## 01

But things don't always have to be developed from scratch. Sometimes, something as small as a marking, a particular colour or a new material is enough to provide that extra touch of individuality that gives a familiar product a new look. In this way, a series product becomes something unique – simply and straightforwardly.

**Image:** KNX TS sensor, 4x design, black glass with individual markings.



## 02

### From series production to a single item

Unmistakeably a Berker R.Classic and yet unique. The switch has been enhanced in the Manufaktur in Schalksmühle, in the Sauerland region. Fabrics, leather, coffee, aniseed and gold are all processed to create individual, extravagant surfaces at this location. Inside these luxury versions, however, is something very down-to-earth. Inside, you'll find Berker's tried-and-tested technology. Reliable, hand-crafted and with nothing to be desired in terms of quality.

**Image:** Berker R.Classic, polar white crystal and glossy black with Swarovski elements.



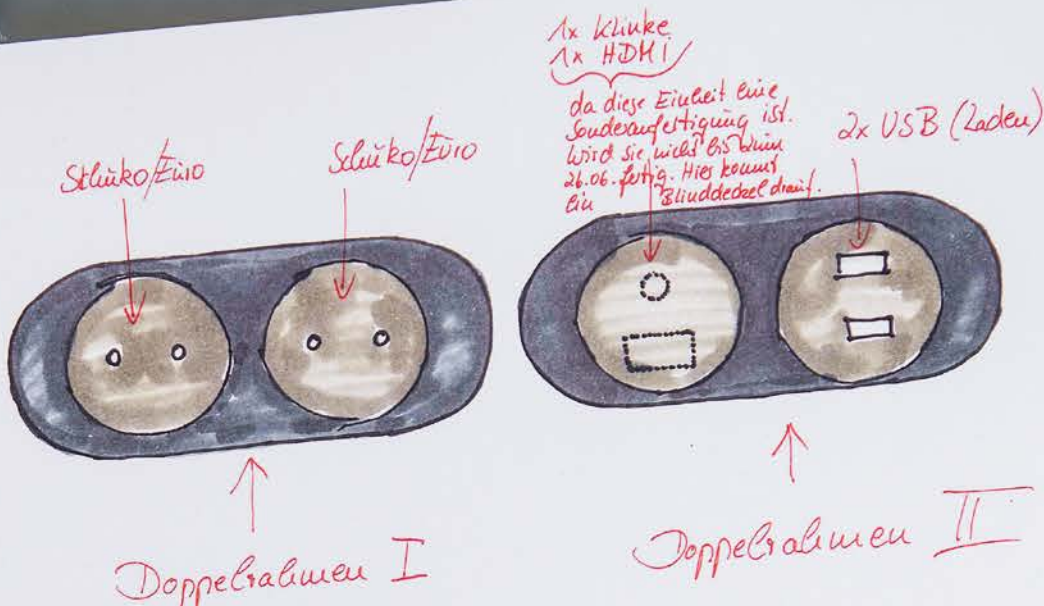
## 03

### New technology in a familiar design

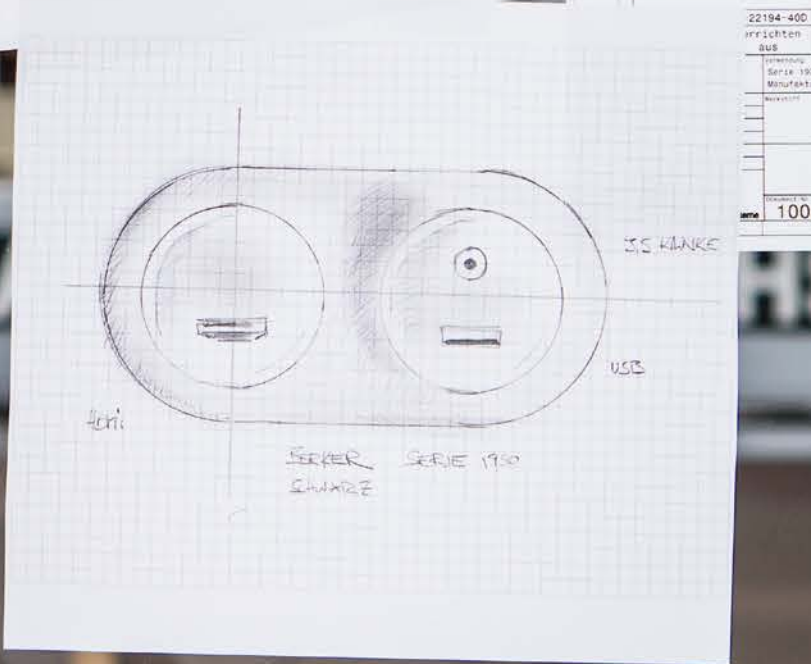
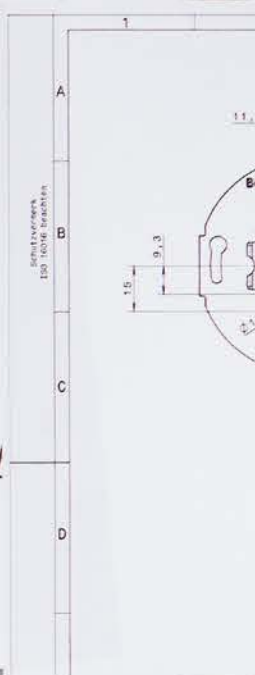
Or, as they say, "form follows function". But sometimes you have to look beyond old design principles. For example, if someone asks whether it's possible to integrate the functions of 2017 into a design from 1930. The answer? Of course.

**Image:** Media box based on the Berker 1930 series.



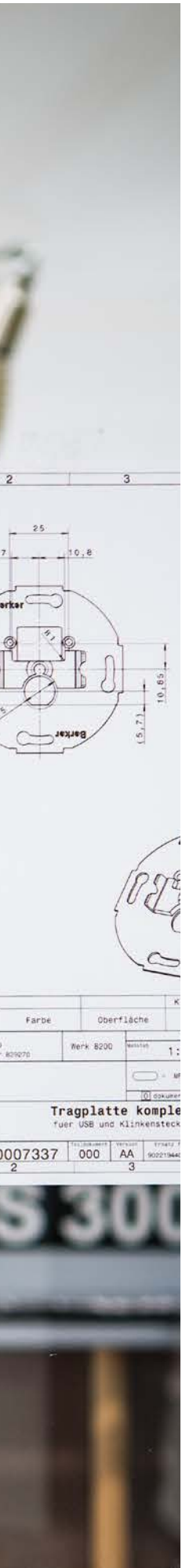


@-Box von Berker "custom made" Serie 1930





# Where our customers' dreams become reality.

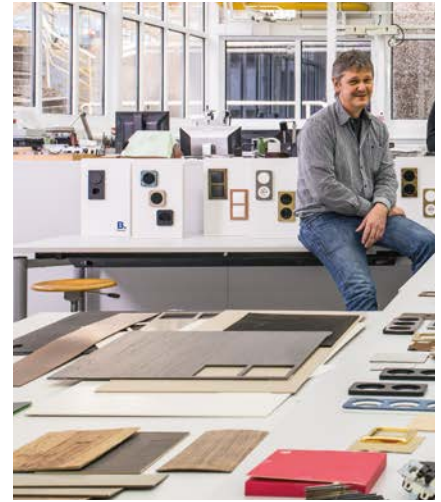




**"We realise so many individual customer requests that we have developed a very accurate sense for what's on trend along the way."**

Created in cooperation with Rosenthal: The 1930 series calls to mind the Bauhaus style and its former founder, Walter Gropius. Although this switch has been available in plastic in the past, in 2008 it went back to its roots – and its original material – in porcelain.

# A day in the life of a dreammaker.



Andreas Krause is the leader of the technology centre and the Manufaktur at the Schalksmühle site.

Mr Krause, it seems to be common to provide switches from standard ranges with individual markings. Do you offer something similar?

**AK** Yes. We do that here in Schalksmühle. We call it "labelling". It can be individual words, customer-specific symbols, logos, brands – anything is possible. Even in other languages. Recently, we printed capacitive switching operating elements in Chinese. In that case, we had to be certain that we had the right characters, before we could do anything else.

But it's not just switches. We can also label indoor operating elements for door communication or switch elements for intelligent building control systems – all according to our customers' specifications. Of course, it's advantageous that all three brands can rely on a single Manufaktur. In effect, the Manufaktur can offer three times the expertise of an individual brand.

Is that also why people say that no request is so unusual that you can't make it happen for your customers?

**AK** The selection of materials alone is enormous: Plastics, fabrics, stone, wood, concrete, copper, brass, leather...

Then we have our processes: Patination, anodisation – the entire spectrum of galvanic processes. Gold, nickel, brass, copper, palladium – alloys of varying layer thicknesses and different grinding techniques. If the customer wants a patina – a natural product of ageing – then we leave the workpiece untreated. If they want it to look exactly as it did when it was produced, then we paint or varnish it. Glossy or matt? Customers who manufacture materials themselves can also bring along their own collection. Swarovski crystals as inlays... We've even created switch surfaces using coffee, hay and aniseed in the past.

But there are limits specified by our Hager DNA. That means no design infringements. Even the most individual surfaces we create will always display our Manufaktur's distinctive touch. And of course, we never produce anything which violates safety regulations. There are already a few design-related practical constraints which determine the scope of our work.

What does a typical work day look like for you? Do you work with a team? Or do you come up with things on your own?

**AK** On my own? No, not at all. We always work in teams and take part in in-house training sessions together with planners and designers. We have a great network and also work with external companies – Swarovski, for example, or Rosenthal. We worked with them in 2008 to design our 1930 series in porcelain and launch it on the market.

What's more, with every new customer, their individual requests and the work we do to make them a reality, we broaden our range and enhance our expertise.

We have realised so many customer requests that we have developed a very accurate sense for what's on trend along the way, and can provide expert advice when it comes to this area, too.

Mr Krause, as someone who knows trends, what colours would you say are going to be on-trend in the future?

**AK** Natural colours and materials, light blue and delicate pink. These colours were on-trend in the past. And the current fashion is definitely retro.

# The detail in the detail.

When Madonna or George Clooney spend a night in Berlin, they switch the light on using a Berker 1930 series switch. Although, that's not quite right – because the switch isn't a simple series model. The words CEILING and LAMPS were printed on the switch at our Manufaktur in Schalksmühle, according to the customer's wishes and unique to the Soho House in Berlin.

To create an atmosphere in which every tiny detail is perfectly coordinated, and nothing is left to chance, a series product became a unique item.



For members and guests only: The Soho House in Berlin is one of the most exclusive addresses in the city for an overnight stay, as well as a masterstroke in individualisation.

**Image, right:** Berker 1930 series, porcelain, made by Rosenthal with individual markings.







# Functional elements. The system.







## 01 Freedom of choice

Loudspeaker, camera, call button, access control... All functional elements can be combined in any configuration. Depending on the external dimensions of the front panel, the functional elements fit into standard ELCOM.ONE-UP or -AP housings with no need for screws, or into larger wall sections and hollow walls using a screw fixture. The dimensions of the front panels can be scaled individually within the limits of what our machines can do.

## 02 High-class: Individual functions in an individual design

Door communication columns are replacing doormen. And just as a doorman can bend down to speak to a child, or grant access for lorries, you can choose different column heights: Sitting, standing or tall enough to enable lorry communication. You can design the column with any Elcom elements. You can even integrate a letterbox which opens towards the front or back.



**Image, left:** Elcom axent with video function and call button, PVD-coated in Variantic matt.  
Detail:  
Screw fixture.



**Making  
design  
visible.**





As Design Director at the Hager Group, Erwin van Handenhoven is the face of Hager products.

**"The Manufaktur provides a creative setting in which those of us involved in planning can move around freely."**

## Interviewing the Manufaktur

"The Manufaktur is an invitation to design something individual." What do you mean by this?

**EvH** As an example, take a look at the options we offer for configuring a door communication system. It's a challenge to play with the modules. To design something that perfectly meets the customer's needs and wishes. And you have absolute freedom to do so – at the Manufaktur, we guarantee that the quality in the cable routing in the item continues on to the intercom, and that the light switches complement the door opener. Within this context, you have complete freedom and can rest assured that nothing will interfere with the big picture – the statement an item makes – and that everything will complement it.

Ultimately, a switch is just one detail, though...

**EvH** Yes, but details often influence the overall effect. Think for a moment about how many times you look at a light switch during your day. When you charge your phone, you look at a socket cover. Cable routing ducts are the heart of your office's electro-technology. Even before you read the company name written on the door communication system, you have already noticed it... You look at products of electrotechnical installation countless times every day. Altogether, that's far more than a detail.

And now, the deciding factor – our continuous encounters with details aren't just visually important. They create emotion. You know the feeling. You enter a room or a building and immediately feel the harmony. No matter whether the overall effect is calming or cathartic. In that moment, you feel that everything is right. You feel comfortable. There are no interruptions and no compromises. It's the sign of a consistent, harmonious design concept. Completely consistent. If there are any interruptions, they have been deliberately incorporated. To end up with this kind of overall statement – that's the aim of any planner focusing on an object. And you can only achieve this through harmonious design, right down to the detail.

It's not enough to simply use the same colour. Black isn't just black, as you know. But stainless steel isn't just stainless steel, either. The colour temperature varies from one supplier to another. If everything comes from the same manufacturer, then the raw material will also come from the same supplier. The shade will be identical. And this is noticeable. Then we come to the processing step. Each brush leaves a different stroke on the stainless steel. The same manufacturer means the same stroke. The same stroke means the same visual effect and, in this case, the same feel. Of course, that also plays a role – how

does this switch, that I touch so often, actually feel?

Your products are so different. How is it possible to ensure that they have a uniform appearance, in spite of this?

**EvH** As early as the design phase, we start thinking in two directions: Firstly, about the inside of the product. What are the practical constraints? What criteria do we need to satisfy? What determines the function of the product for us? Secondly, about the exterior. How will our customers use the product? In what context will they be used? What do people expect from this product? Additionally, how will the installer work with it? In what situation will it be installed? We ask ourselves these questions for all our products, from switch covers to smoke alarms. From this, we can already see the first statements that we want them to make together. After that, when the products are given that particular personal touch that every designer has, like a unique fingerprint, then the products also have a line, a face. And it's exactly that which is the key detail that puts the finishing touch on the overall emotion.

# When concrete grows wings.

Okay, we admit it. The fact that we greet the visitors to one of the most spectacular buildings in the HafenCity area of Hamburg makes us more than a little proud. After all, one of the most famous travellers and explorers in history inspired the creativity of the architects when it was designed. Marco Polo himself believed in his ideas and was always setting off to new destinations.

We do the same!



**Image:** Stainless steel column for a forward-placed reception area. Functions: Camera-intercom combination elements, info element, call button, access control element.







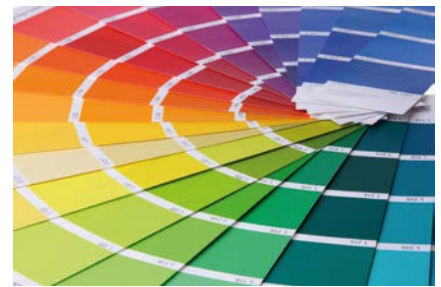
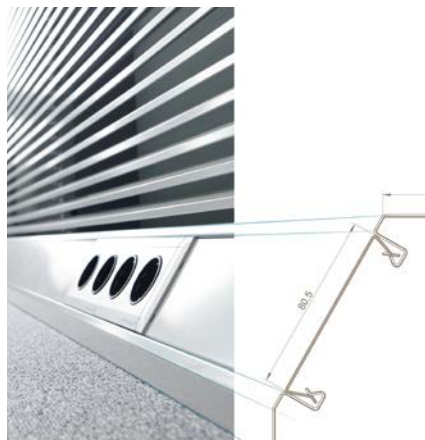




## 01 Inner value

Lots of what we do is designed to reduce work for installers. The media column, for example, can be fitted according to your specifications, of course. However, it is also available ready-wired. This means that an electrotechnician simply has to set it up and connect it at the right location. This is all part of what the Manufaktur does.

# Beauty with a practical side.



## 02 Special dimensions

A single step for stress-free construction: Made-to-measure cable routing ducts. We have the experience and the tools to cut even delicate materials like stainless steel perfectly. Simply order via the Manufaktur.

## 03 Special designs

Sheet steel is the material of choice here. It can take almost any shape imaginable and blend into its surroundings perfectly. If requested, you will also receive dado trunking ex-works, fully fitted and wired so that it is ready to connect.

## 04 Special colours

The entire palette of RAL colours and RAL design colours, Sikkens paints, NCS paints, DB colours and sanitary colours is available for you to choose from when it comes to using the cable routing to highlight certain features. Additionally, manufacturer-specific mixtures and powder coatings with metallic effects are available. You also have the option to vary the material. For example, stainless steel, V2A steel or V4A steel – natural, polished or brushed.



Interviewing the Manufaktur

# Results count.

# We bring everything together that belongs together.



Michael Schwarze is the Market Manager for cable routing and room connection systems, and an enthusiastic fan of the Manufaktur concept.

## Observing the entire process

The bigger a planned building project is, the less we can view individual components in isolation. Everything becomes more complex and more closely networked. Solutions are required which aren't just visually harmonic, but which merge together seamlessly when it comes to their technology, too. And that's what you get when they come from a single source. The individual components are then made from exactly the same material, as they come from the same raw material supplier. Their interaction has been tested and any weak points have been eliminated early in the process. You know that everything fits together and that the individual processes merge together flawlessly.

And it comes down to flexibility here, too. If you know exactly what your colleagues from the door communication and switch program departments can contribute in order to solve a problem, you have more freedom when it comes to the cable routing, and vice versa. It all comes together. Every sub-division influences another.

## Opening up the functionality of a room

There is a huge variety of options available for equipping a room with electrotechnology. Cables can be routed in the walls, ceiling, floor or in furniture. What functions would your customer like, and where? You can only find out by speaking to them. And how can you manage all this? With us.

Because we have combined our cable routing, switch and door communication departments in the Manufaktur, you can rest assured that this is where you'll find a single point of contact for every possibility.

It's all part of what the Manufaktur is – joining every department to form a single source. This allows us the flexibility required to reach the optimum result for your customers.

**"Electro-  
installations  
have become  
far too com-  
plex to look at  
the individual  
components  
in isolation."**

## **Making on-site work easier**

Something else that contributes to the overall result: Seamless processes on the construction site. Why go through the hassle of wiring a media column while the glazier is there calling for his assistant and the carpenter is waiting to install the door frames? You can order it fully pre-assembled. Set it up, connect it, done. This saves time and significantly reduces the risk of errors. Or cable routing ducts – sheet steel can only be cut perfectly under precise, favourable conditions. Order it made-to-measure – it will be cut exactly to size and fit perfectly. Nothing interrupts the flow of work. Everything runs smoothly.

All of this is part of what the Manufaktur does, too. Sometimes it comes down to completely practical preliminary work, designed to make the installers' work considerably easier.

## **Discover new directions together**

In the cable routing department, in particular, the speed at which new concepts are developed is unbelievable. The lighter and more transparent the architecture, the more refined the design for the ever-expanding rooms has to be.

The options available to us are infinite. And yet, we still sometimes come face-to-face with tasks which require very specific solutions. These cases call for development work. The media column was the result of a similar development process, for instance. Now a permanent feature in our range, it was originally developed for specialist rooms in a school. It can be fitted entirely according to your specifications and provides a power supply connection and media connections precisely where you need them. Its contents can be chosen completely freely. It can include components for decentralised power supply, controls for lights, temperatures and blinds, a loudspeaker, telephones and much more. You can even specify its external dimensions, closures and surfaces.

Talk to us. After all, we have the same goal – perfect installation and satisfied customers.

Area of application: School

# Special development: The media column.

32 pupil workplaces across eight tables. Power supply and media connections for everyone. Our task was clear. And the solution was so practical that the media column has since become a firm feature in our range. According to the customer's precise specifications, it is individually equipped with distributor modules, switch devices, protective devices, control devices, loudspeakers, switches, sockets and much more... and can be supplied fully wired, if requested.

The media column is an object that will be seen. As a result, you can customise its external appearance by selecting from a range of materials and the entire palette of RAL colours to integrate it into your design concept.



**Image, right:** Media column with socket, HDMI connection box, 2x RJ45 data connection, aluminium in RAL 9003, rear side sheet steel.





Three brands, one Manufaktur

# Harmony: Design, colour and function.

The joint Hager Manufaktur for products manufactured by the Hager, Berker and Elcom brands is part of an extremely exciting process. Here is where we combine our knowledge and expertise. We think in entirely new directions here because we can bring skills from three different sectors together in one place. Uniform standards are created and processes are optimised.

The effects of the Manufaktur are far greater than just uniform design.





## Aesthetic concept: Softtouch, black matt

How many telephone calls does it take to get an intercom system in the same style as a media column and which matches the switch range?

The answer: Just one. Provided you call the Hager field service department, that is.

**Image:** Floor-connection column, two sockets, 2x data connection in Softtouch, black matt.

## Intercom system meets light switch

You don't have to be a designer to know that it's good when shapes, colours and surfaces are harmonious. And if the technical processes are also identical and work seamlessly? All the better.

**Image, left:** ELCOM.TOUCH interior station in Softtouch, black matt.



## Series inside, Manufaktur outside

More than 150 surfaces are available to choose from, to turn a switch from a series product into something unique. And if the one you're looking for still isn't there, then we'll simply develop one more.

**Image:** Berker 1930 series, Softtouch, black matt.

## In the spotlight: Cable routing

What would it look like if cable routing systems had both a practical and an aesthetic purpose? Here's a shining example.

**Image:** Skirting board duct with integrated LED illumination in Softtouch, black matt, and 30 W transformer in the equipment carrier.



# Eight reasons to choose a complete solution.

**Consistent design is only one of the features in favour of a solution from a single source. Most of the benefits come into play long before the electrotechnician starts to fit the switches. In the very first phase of the project, in fact. At the point when you sit down with your customer to discuss their ideas and needs and which technical possibilities are available to them today.**

## **01**

You have a single point of contact for all the essential parts of your smart electro-technical installation.

## **02**

You can significantly streamline your project management. Instead of gathering a number of specialists for discussions, all it takes is a single phone call.

## 03

Our development and production departments are closely linked and your project will only benefit from this close collaboration.

## 04

You can be sure that the quality of the entire installation is consistently high. No gaps. No weak points.

## 05

All of our departments use the same raw materials and suppliers, providing an excellent starting point for a uniform appearance.

## 06

Technology and expertise transfer isn't just a buzzword for us – it's the principle our business operates by. And you'll notice this when it comes to discovering completely new paths.

## 07

The entire range from Hager, Berker and Elcom is enormous and encompasses all key areas of electrotechnical installation.

## 08

Everything from start to finish takes place in a coherent overall process.



# The concept.

**"When I think about the speed at which the electro-sector is developing, it's reassuring for me as a planner to know that I can be brought up to speed on the latest developments in all relevant sectors. All it takes is a phone call to my contact in the Hager sales team."**

## The first step

Talk to us. It's ideal if you contact us while you're discussing the possibilities with your customer. Our sales staff may be able to provide one or two new ideas.

## The planning phase

Of course, we will provide you with tender texts and support you through the process of developing the solution. We can have drawings, samples, documentation and more ready for you. Your contact in the Hager sales team will provide you with assistance and material when it comes to preparing presentations, if required.

## Your order

Please send your order to your electrical wholesaler, as normal. You will receive a time-limited quotation from them. They will also schedule your order and handle the logistics.

# Notes







**Hager SE**

Zum Gunterstal  
66440 Blieskastel  
Germany

Telephone: +49 (0)6842 945-0  
**hager.com**