

PRESS RELEASE

Add colour to your wood-burning stove

A new concept from WIKING makes the wood-burning stove a feature – even when there is no fire

In Denmark, we are used to wood-burning stoves being black.

However, a new concept from HWAM, the Danish manufacturer of wood-burning stoves, provides the consumers with the option of turning their wood-burning stove into a colourful feature, which adds décor to the home and is interesting to look at – even when no fire is lit in the stove.

"We have combined the old features of the traditional ceramic stove with modern trends, allowing the wood-burning stove to become a feature or part of the décor of the home," says Stefan Hvam Pedersen, Managing Director of HWAM A/S.

A range of select wood-burning stoves from the manufacturer's WIKING series is available with a cladding of ceramic tiles which are available in 10 different colours. From a cheeky Ferrari red to more subtle earth tones which add an almost leather-like look to the surface of the wood-burning stove.

Individualise your wood-burning stove

"The colours offer the option of individualising your wood-burning stove, which is often found in a central position in the home. You can now add exiting, bright colours to your home if that appeals to the style of your home. The options are endless – and they all add a new look to the wood-burning stove," says Stefan Hvam Pedersen.

"In southern Europe, tiled wood-burning stoves have been available for many years. We think that now is a good time to show Denmark and our other markets the array of options available," he says.

Classic workmanship

Like the WIKING wood-burning stoves, the ceramic tiles are also based on good and traditional workmanship.

They are supplied by the German craftsman's business Kaufmann Keramik, which has supplied handmade ceramic products for many industrial purposes for a couple of generations. The business is characterised by high quality and the pride taken in understanding how to turn old, traditional workmanship into modern products, which appeal to modern consumers.

WIKING wood-burning stoves are available with the new tiles, which – apart from being wiped down with a damp cloth from time to time – do not require any maintenance.

The new range of tiles is launched in April 2018 in all WIKING markets

For further information, please contact HWAM A/S on telephone number +45 86 92 18 33

Also, visit www.wiking.com