

FIRETIME





«FIRE: A PART OF THE FAMILY.»

Matthias Rüegg, CEO of the Rüegg Group

Creativity, Esteem, Passion

People often ask me what makes Rüegg so successful as a company. It's a good question, and one that I am happy to answer time and time again. Our success hinges on three things:

First, creativity. The desire to constantly look at things in a different light and to explore the new, the unknown and the unique. For example, Rüegg invented a glass-enclosed combustion chamber, laying the foundations for efficient and low-emission fire-based heating of living spaces. It is from thousands of smaller and bigger flashes of genius that a living space heating concept with Rüegg's unique characteristics has grown.

A second common thread running through all of our activities is esteem. First and foremost, high esteem for our customers, employees and business partners, without whom we simply could not exist. But also respect for our natural resources and careful management of the tools for life provided to us by earth. Sometimes it's not just the big things but also the really little things that shape our progress and allow us to promote our products with complete confidence.

The third and equally important key word is passion. The motivation to create products that our customers will be delighted with year in year out, thanks to their quality, durability, user friendliness and reliability. Passion is also the desire to always have your finger on the pulse. We love being able to surprise the market with new ideas and clever inventions time and time again.

Creativity, esteem and passion. Those are the foundations of our success, and something that all of my employees and myself are equally committed to.

I hope that you find this brochure an enjoyable and inspiring read. I'm sure that you too will be struck by the Rüegg spark.

Your Matthias Rüegg



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The Premium-Line combines exclusivity with creativity and the latest technology. Here, all of Rüegg's core components blend perfectly into a top-class product. You don't just light a fire, you spark a new zest for life.



TERZA



ODEON



ATRIUM



Are you looking for a heating insert that can integrate seamlessly into your architecture? Then the numerous models in the Classic-Line are just what you're looking for. This range combines outstanding design, technical finesse and multifaceted product selection.



PI-COLO



SAPHIR



720 GIANT



LUMO



JADE



PRISMA / PRISMALO



ELLIPSE



Thanks to their great variety and compact dimensions, the products in the Smart-Line fit perfectly into any type of living space – with a minimum installation height and a good price-performance ratio. More so than the other two lines, the models in the Smart-Line are perfectly suited to use in energy-efficient buildings. The perfect way to really enjoy your home.



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Lilian Lehmann



José Beileiro



Jasminka Kocev

«FIRE IS OUR LIFE.»

Walter and Yvonne Rüegg founded their tiny business in 1955 and have expanded it into a successful family-run company. Even with more than 80 employees in five different countries, Rüegg Cheminée just feels like a big family with a shared passion: fire.

«Those that work for Rüegg don't just have to share our fascination with fire. They must also have fire in their belly; a desire to couple our ideas with innovative technology and outstanding design,» says Matthias Rüegg, CEO of Rüegg Cheminée AG. The company is well on track. It enjoys an exceptional reputation internationally. Rüegg has its products and its qualified employees in all areas of the company to thank for that.

Speaking on behalf of the company, Georg Spörri, head of purchasing and logistics, says: «It's a good feeling being able to give customers top quality,» also referring to Rüegg's advice centres where visitors can witness this quality first hand. Alain Rochat, an employee in the field sales department, highlights a further advantage of Rüegg Cheminée: «We are unrivalled in the ease of maintenance of our products. All of the moveable parts can be easily replaced without dismantling the whole unit.» This is a decisive advantage for the end customer.

Raphael Hunziker, head of the technology department at Rüegg Cheminée, emphasises the company's passion for detail: «When creating our products, we focus on the small things that make a difference. For example, the doors should shut with a lovely solid click.»

The various departments work together like the tiny cogs of a clock. They combine experience, expertise, commitment, curiosity, environmental awareness, ethics, quality, common thinking, flexibility and joy in finding the best solution. And the result is a success. Proof of this are the company's 9001 and 14001 ISO certifications, a rare achievement in the sector.

The Rüegg team ensures that every year in thousands of new installations fires are created that don't just give off light and heat but that are also among the absolute front runners in terms of energy efficiency and eco-friendliness. «This is something we are completely committed to, and proudly so,» says divisional head unisono.



Erwin Wirz



Alex Spiess



Marcel Weber

Christoph Rutschmann



A MODERN COOKING CONCEPT

CookCook takes fire back to its roots. The aroma of a log fire in the kitchen, the real taste of grilled food, the crackling of the flames... CookCook opens up new horizons and provides not least a comforting warmth in the kitchen and living room. Open fire, grill or ceramic glass hob: CookCook changes form at the twist of a hand, giving off warmth and providing a treat for the eyes and the palate.

CookCook is a hob, grill, heating system and fireplace all in one.

COOK[®]
COOK 
 Designed by Rüegg





THE RÜEGG STORAGE UNIT SYSTEM

The way we feel heat is only partially determined by the prevailing air temperature. It is affected almost equally by heat radiation from our surroundings.

This is easy to illustrate if we look at the example of the winter sun. If we are sitting on a sunny terrace outside a ski chalet that is sheltered from the wind, the sun provides us with a warm and cosy feeling, even though the temperature is only 3 degrees. On the other hand, it can be the case that it feels frosty inside a room sitting at 21 degrees. This is simply because the wall next to you is cold.

This insight has prompted us to develop a storage unit system that traps maximum heat within the smallest possible space, before emitting it in doses. This means that the radiated heat can be given off gently and healthy over several hours. Rüegg's storage unit is suitable for anyone who likes to be comfortably warm. Furthermore, it is particularly suitable for use in houses with low energy requirements.



HEAT TO ENJOY

The tiled stove: a safe bet in times of increasing oil prices and alternative energy sources that are often still in their infancy. Many future-oriented architects are rediscovering the impressive advantages of this traditional heating system, and are helping drive the renaissance of the tiled stove.

The ecological and economic benefits are clear to see: the stoves run on the renewable energy source of wood; the tiles store the heat and radiate it into the room like a mini sun. This creates a climate that is unparalleled in its cosiness, as well as saving heating costs and protecting the environment.

With Rüegg, you are benefitting from Swisskeramik's years of experience. The products are a mix of traditional craftsmanship, contemporary design and building materials that are very close to nature. Aside from the form of the tiles, the choice of colour also has a considerable impact on the atmosphere of your living space. The perfect colour is manufactured using environmentally-friendly raw materials and mixed by Swisskeramik.

Opt for a ceramic system, experience unrivalled warmth in your living space and enjoy the feeling of comfort and security, especially in the cold winter months.

swisskeramik



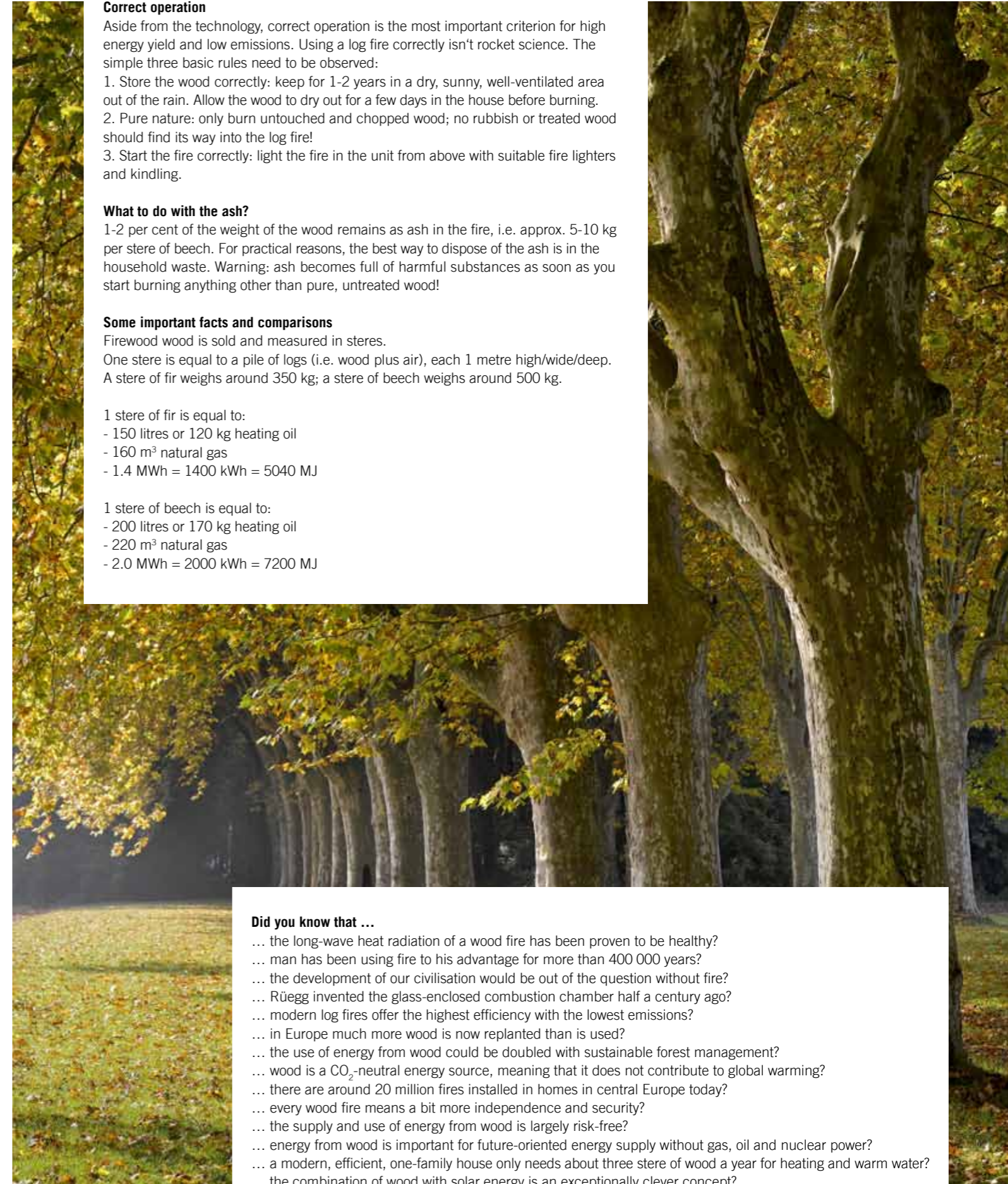
THE ROUTE TO A PERSONAL FIREPLACE IN YOUR LIVING SPACE

Before you decide on a Rüegg heating insert, we plan your fireplace with you right down to the last detail. Our advisors and specialist partners create a computerised model according to your needs and wishes, giving you an initial insight into how your living space will look.

A fireplace in your home is an investment in quality of life, warmth and cosiness. Precise planning is essential so that what you end up with is exactly what you personally had imagined.

The focus is on your ideas and requirements for the future fireplace. Within the framework of individual conditions, your architectural aims and technical feasibility, we come up with a proposal for your very personal project.

With DesignPlan, you can let your imagination run wild and try out all the different models, sizes, colours and positions. Or, you can have a custom design made. When you're happy with the result, it won't be long until you can enjoy the fascination of fire in your own home.



Correct operation

Aside from the technology, correct operation is the most important criterion for high energy yield and low emissions. Using a log fire correctly isn't rocket science. The simple three basic rules need to be observed:

1. Store the wood correctly: keep for 1-2 years in a dry, sunny, well-ventilated area out of the rain. Allow the wood to dry out for a few days in the house before burning.
2. Pure nature: only burn untouched and chopped wood; no rubbish or treated wood should find its way into the log fire!
3. Start the fire correctly: light the fire in the unit from above with suitable fire lighters and kindling.

What to do with the ash?

1-2 per cent of the weight of the wood remains as ash in the fire, i.e. approx. 5-10 kg per stere of beech. For practical reasons, the best way to dispose of the ash is in the household waste. Warning: ash becomes full of harmful substances as soon as you start burning anything other than pure, untreated wood!

Some important facts and comparisons

Firewood wood is sold and measured in steres.

One stere is equal to a pile of logs (i.e. wood plus air), each 1 metre high/wide/deep. A stere of fir weighs around 350 kg; a stere of beech weighs around 500 kg.

1 stere of fir is equal to:

- 150 litres or 120 kg heating oil
- 160 m³ natural gas
- 1.4 MWh = 1400 kWh = 5040 MJ

1 stere of beech is equal to:

- 200 litres or 170 kg heating oil
- 220 m³ natural gas
- 2.0 MWh = 2000 kWh = 7200 MJ

Did you know that ...

- ... the long-wave heat radiation of a wood fire has been proven to be healthy?
- ... man has been using fire to his advantage for more than 400 000 years?
- ... the development of our civilisation would be out of the question without fire?
- ... Rüegg invented the glass-enclosed combustion chamber half a century ago?
- ... modern log fires offer the highest efficiency with the lowest emissions?
- ... in Europe much more wood is now replanted than is used?
- ... the use of energy from wood could be doubled with sustainable forest management?
- ... wood is a CO₂-neutral energy source, meaning that it does not contribute to global warming?
- ... there are around 20 million fires installed in homes in central Europe today?
- ... every wood fire means a bit more independence and security?
- ... the supply and use of energy from wood is largely risk-free?
- ... energy from wood is important for future-oriented energy supply without gas, oil and nuclear power?
- ... a modern, efficient, one-family house only needs about three stere of wood a year for heating and warm water?
- ... the combination of wood with solar energy is an exceptionally clever concept?



Raphael Hunziker

Christian Pinker



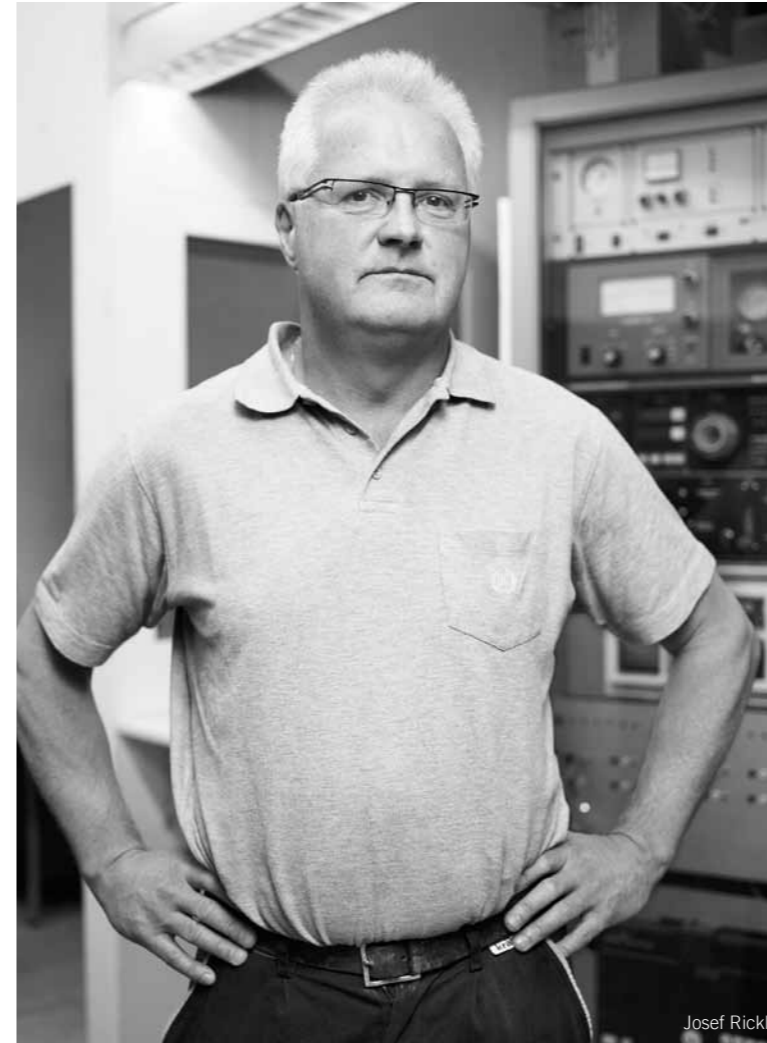
Rolf Wintsch

FIRE AND FLAME FOR TECHNOLOGY AND DESIGN

Raphael Hunziker leads Rüeegg's technology and design department. He and his team work according to the motto «trust tried and tested aspects whilst discovering new ones». They are responsible for putting Rüeegg Cheminée AG's now unmistakable stamp on things.

A modern heating insert needs to do more than house a fire. This is something that becomes clear when visiting Rüeegg's design workshop. Here, the aim is to combine aesthetically pleasing forms with functional characteristics. At the same time, the product should be as simple and discreet as possible. All whilst using an ecologically responsible material and striving for durability. No easy task. Thankfully the team are old hands at tackling such a task.

«We are constantly combining established concepts with new concepts», says Raphael Hunziker when explaining the work of his department. «We concentrate on integrating the wishes of our customers and on achieving optimum technical, economic and ecological characteristics.» A task that demands conceptual skill time and time again, given that there are so many steps from the design stage to the prototype to the installation of the completed fireplace insert. «We give each and every one of these steps our undivided attention», adds Rolf Wintsch. Often, the process lasts much more than a year. «We always err on the side of caution in order to check all products for their reliability in everyday use. At the end of the day, we know that our customers expect the utmost quality. And quite rightly so.», adds Christian Pinker.



Josef Rickli

FROM THE IDEA TO THE LIGHTING

In the beginning there was fire. And lots of smoke. The passage from cave fires to highly efficient, low-emission fireplaces in the home has taken a good 400 000 years.

Today it's quite normal for us to light a fire in the fireplace, close the door and enjoy the licking flames, warmth and comfort. An atmosphere that only a real log fire can create. Someone who knows that «mastering fire is very complex» is Josef Rickli, who runs the test laboratory for new developments at Rüeegg. Using his knowledge, he and the fire designers work to tease the best possible level of efficiency out of the wood. Without forgetting to strive for the lowest possible level of emissions and the most attractive look for the fire. After a unit has been developed and the prototypes have been thoroughly checked, series production begins.

The producers of Rüeegg units have the most modern machines possible. Laser treating, bending, welding, riveting and bolting are just some of the steps standing between the steel plate and the completed fireplace. Meticulous quality control ensures that the customer can look forward to consistently high quality and the best technology, as has been the case with Rüeegg products for decades.



1. Steel processing. Top precision: Rüeegg quality demands optimum cooperation between man and machine. **2. Component assembly.** A multifaceted puzzle: one step at the time, the parts come together to form a top-quality whole. **3. Painting.** This one calls for a gifted touch: temperature-resistant colours protect the steel and make the product great to look at. **4. Quality control.** Under scrutiny: the tolerance ranges are small and the demands are all the greater. **5. Final assembly.** The finishing touches: here everything that belongs together, comes together. **6. Storage.** Raring to go: the impressive range of stock allows for short delivery times.



THE SOURCE OF THE SPARK

At the Rüegg Studios and at exhibitions held by our specialist partners, you can experience our products first hand. Here, the spark is likely to catch and light your passion for Rüegg. Expert advisors will guide you through the exhibition, give you non-binding answers to your questions and help you find the right product.

At the Rüegg Studios and at the premises of numerous specialist partners you will learn – with all your senses – what it means to have a top-quality product from Rüegg. Be inspired. Feel the warmth of the fire, see and feel the exceptional processing of the precious materials right down to the last detail and experience the timeless design for yourself.

Our specially trained partners take visitors through the world of Rüegg and will show you all of the heating inserts and matching accessories. Chat to us to find the right product for your property, and if you like, we can even begin with the individual planning of a custom solution.

You can find an overview of the locations of Rüegg Studios and specialist partners at www.ruegg-cheminee.com.



SEE HOW FIREPLACE DREAMS CAN BECOME REALITY

Those who have a love of and are looking for special fireplaces will see their dreams fulfilled at Rüegg's advice centres. The name Rüegg stands for design, innovation, service and Swiss quality.

Experience the benefits of fire in an atmospheric living environment first hand: our exhibitions showcase a large selection of fire units and accessories. Admire, touch, experience. Experts will also be there to answer your questions on design, technology and wood as a climate-neutral fuel.

Visit our exhibitions:

Rüegg Cheminée Schweiz AG

Studbachstrasse 7 – 8340 Hinwil – Schweiz

Swisskeramik AG,

Töpferweg 1-2 – 6060 Sarnen – Schweiz

Rüegg Kamine Germany GmbH

Grundtalring 33 – 63868 Großwallstadt – Deutschland

Rüegg Cheminées S.A.S.

Z.I. Sud – B.P. 70031 – 54 rue de l'Industrie
67161 Wissembourg Cedex – France

Ruegg Camini Italia s.r.l.

Via Trieste, 26 – 20871 Vimercate (MB) – Italia

10 REASONS TO OPT FOR RÜEGG

1959 was when Walter Rüeegg created the first heating insert with an enclosed combustion chamber and had his revolutionary idea patented. Since then, technologies have been continuously improved. Rüeegg is known internationally as a pioneer in closed-in heating fireplaces and is always one step ahead with its regular innovations. In total, there are ten reasons why Rüeegg's systems should be your number one choice:

1. Exclusive design

Detail makes all the difference. Our heating inserts are neatly manufactured and offer modern design with pure lines.

2. Clean flame profile thanks to the Airwash system

The complex combustion air supply system with 3-level technology ensures that the flames burn evenly and in a manner that is attractive to look at. Targeted air injection creates a curtain of air that keeps the glass clean for a long time.

3. Polyvalence

A unique feature of Rüeegg units is that they can be used as warm air, storage or radiation systems.

4. Efficient energy

Whether convective or radiated heat, the energy generated will always be used optimally and efficiently.

5. Top quality

Certified in accordance with ISO 9001 and 14001, we strive to provide the best possible quality and meet strict European standards and directives.

6. Independent from ambient air

Our heating inserts are equipped with a combustion air supply system that is separate from the air in the room. They are also suitable for Minergie, low-energy and passive houses.

7. Multifaceted forms

You can choose from a variety of different forms, types and sizes or exclusive features such as a 360° view or electrically-controlled glass panels.

8. Smooth-running doors

Thanks to a quadruple-fixed slider, the door rails work very precisely. Optimum alignment guarantees easy operation without the use of force.

9. Replaceable parts

Faulty parts can be replaced without opening the casing. The intelligent construction allows for access from the front of the unit.

10. Robust construction

The materials used are very robust and low-maintenance. Moveable parts work effortlessly, even after years of operation.





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