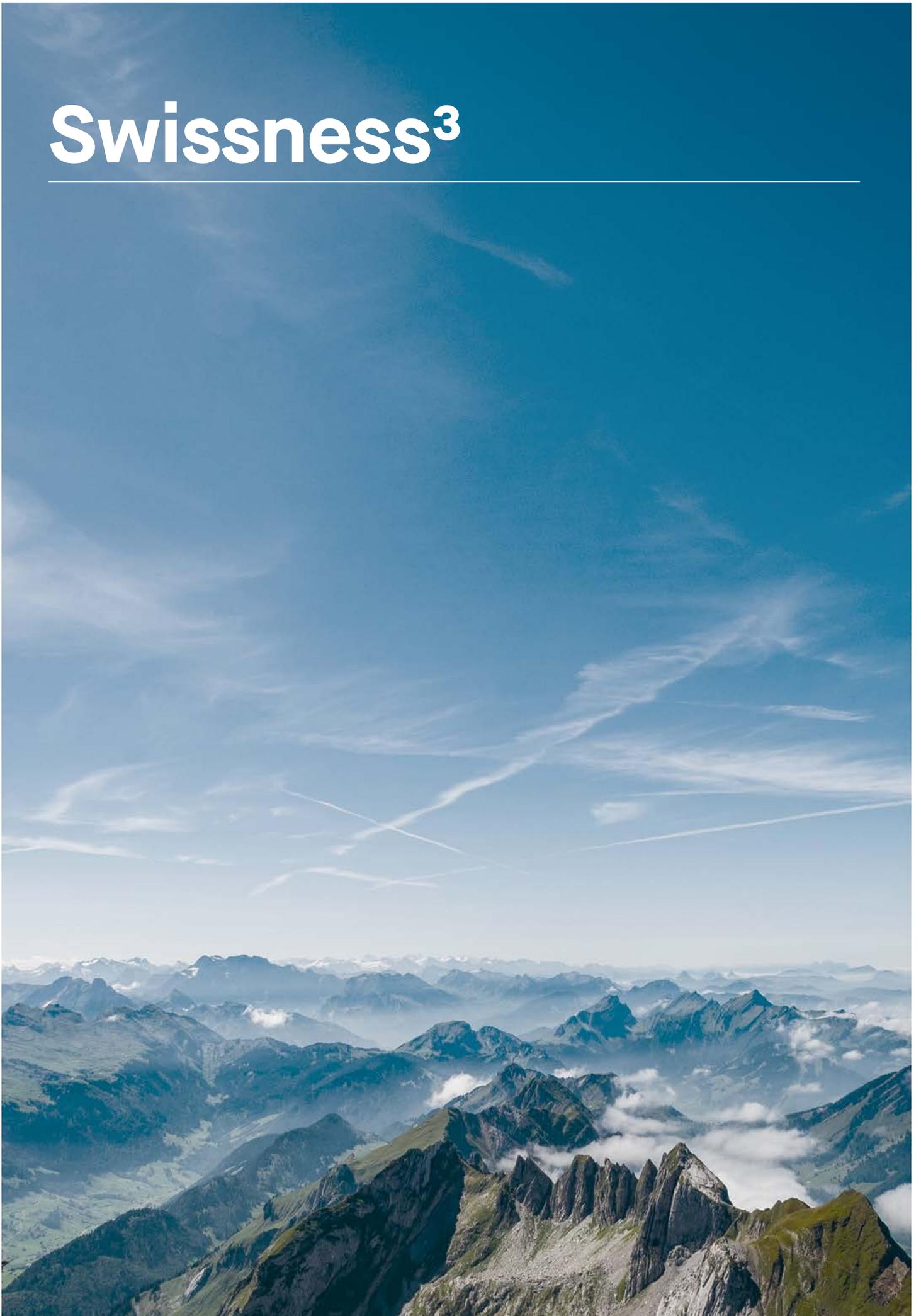


fraefel 

FINE SWISS FURNITURE SINCE 1903



Swissness³



Editorial



Create added value – that’s the guiding principle of Fraefel AG. We manufacture bathroom furniture as well as furniture collections, and machine high-quality ceramic and quartz-stone surfaces. We turn quality into quality³ – and are satisfied with nothing less.

Fraefel AG relies on Switzerland as a production location. As a fourth-generation family business, we know what it means to take responsibility. For quality, ensuring jobs and protecting the environment. The highest standards apply in Switzerland; meeting and exceeding these standards is what we strive for every day. We are convinced that products with a long service life are the best way to protect the environment.

Quality has a long tradition with us. Design with international appeal gives our furniture timeless elegance. With roots in Toggenburg, our bathroom furniture and furniture collections captivate people all over the world. National and international distributors from the wholesale, specialist retail and processing sectors rely on our modern furniture collections and custom solutions.

Are you familiar with the premium quality of Fraefel AG, our established range brands which include Schweizerbad, Sellematt, Finehard and Bagn’o? On the following pages, you will discover the broad range of expertise behind it – from which you may also benefit in the long term.

A handwritten signature in blue ink that reads "Markus Fraefel". The signature is written in a cursive, flowing style.

Markus Fraefel
Owner of Fraefel AG

Expertise³



Since 1903, Fraefel has stood for expertise in every dimension.
Rely on us in particular to develop tailored furniture solutions ready for volume production – our core area of expertise.

Fraefel AG is a Swiss leader in the development and manufacture of high-quality bathroom furniture and furniture collections. We are also experienced professionals when it comes to machining sophisticated ceramic and quartz-stone surfaces. As a family business with more than 100 years of experience, we have successfully made a place for ourselves in the market. Our expertise in the areas of design, development, technology and production is broad in a manner commensurate with our brand presence.

Design³

Development³

Technology³

Production³



Fraefel stands for expertise in every dimension. This is reflected in our bathroom furniture, furniture collections and ceramic and quartz-stone surfaces.

Bathroom furniture

Bathroom furniture from Fraefel combines Swiss quality with international design. Attractive, modern bathroom furniture with great attention to detail turns every bathroom into an oasis of tranquillity.



Furniture collections

The Fraefel furniture collections are inspired by Swiss quality, precision and individuality. With a sense of timelessness and grace, they discreetly blend into a wide variety of interior designs.



Ceramic/quartz-stone surfaces

Our durable quartz-stone or ceramic surfaces promise a distinctive look and feel. With characteristics that can be described as both refined and bold at the same time, the solid surfaces are particularly appealing for use when demands are stringent.



Design³

Timeless, authentic design with international appeal makes our furniture into an investment. Our design expertise.

Iria Degen, Stephan Hürlemann, Michaela Weisskirchner-Barfod – these internationally renowned designers and interior architects shape the design language of our furniture collections. Their sense for zeitgeist, materialisation and proportion is the starting point for making our furniture ranges

individually scalable – from guest WC to the truly luxurious. Fraefel AG's internal design team is also constantly working on new creations and further developments that are individually tailored to the needs of the market or to a corporate interior design.

Ethereal features in Nordic style

Born in Vienna, **Michaela Weisskirchner-Barfod** has lived in Copenhagen for many years: "Design is integral to the traditions of Denmark, where there is hardly a home that lacks a recognisable object of classic design." This Nordic sense of style is also reflected in the furniture collection she designed for Fraefel AG: light, airy and buoyant.



With living room furniture as the standard

In the development of a new furniture range for Fraefel AG, **Stephan Hürlemann** had high aspirations: "The bathroom furniture should meet the requirements that are usually associated with items of living room furniture." This resulted in solid drawer fronts, giving the furniture its very own character.



Comfort and elegance

"The bathroom is something very personal, honed down to emotions, comfort and rituals – and proximate to the body", explains renowned interior designer **Iria Degen**. In collaboration with Fraefel AG, she has created a range for all room sizes that exhibits sophisticated modularity and finely coordinated, rounded design.

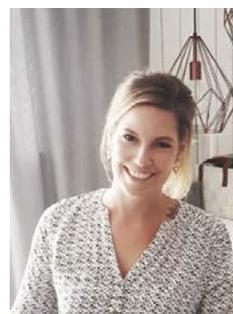
Every item of bathroom furniture makes a statement

Designer **Peter Wirz** combines brand and product design expertise with international market know-how. Systematic further development and performance optimisation are also reflected in his bathroom furniture designs for Fraefel: "Every item of bathroom furniture makes a statement, with every feature well thought out and uncompromisingly implemented down to the very last detail."



Spectacular and award-winning

Designer **Thomas Küchler** recently attracted attention with his visionary cable car cabins in the Swiss Alps. For his furniture designs for Fraefel, he brings a playful approach to individual solid bodies that are implemented with a slight horizontal shift: "Carefully placed framing elements create accents and visual relationships."



Contrasts in Nordic style

Interior architect **Martina Brühwiler** took inspiration from the simplicity of Nordic design. The result is a sophisticated, high-quality and practical bathroom furniture line that can be tailored to individual tastes and needs. Her design language is down to earth, distinctive and refined at the same time – with a high aspiration for precision.



Development³

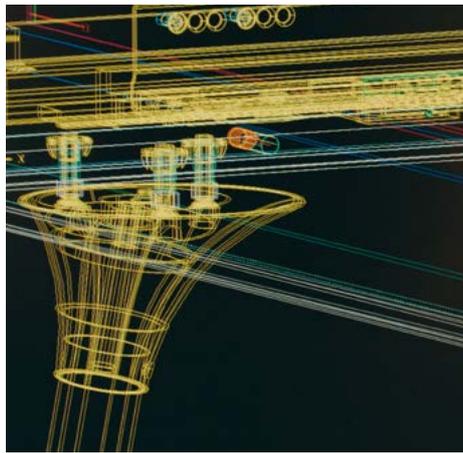
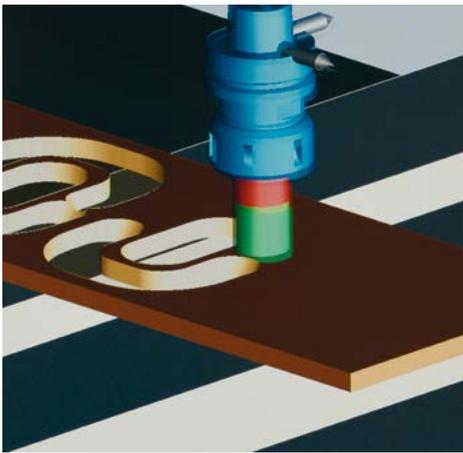
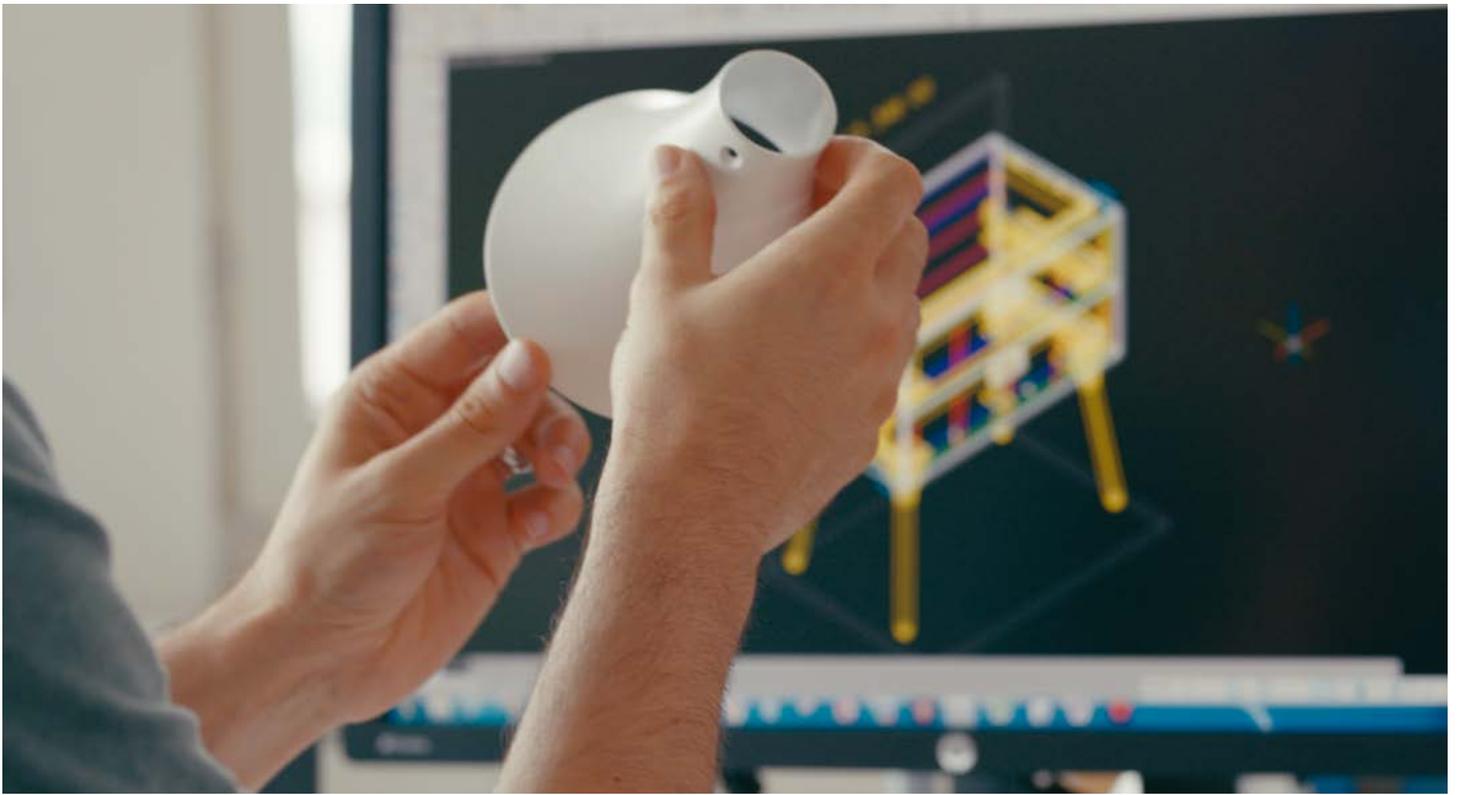
We work meticulously to bring forth innovations, are intimately familiar with what is technically possible and aim to develop furniture solutions that truly captivate. Our development expertise.

In the development of bathroom furniture and furniture collections, we find the common denominator among the widest array of requirements to be met: aesthetics, stringency of form and design language, as well as materialisation, material utilisation, efficiency and technical feasibility. With experience and expertise marked by versatility, we get the most we can out of every concept in the development process.

The approaches are as varied as the creative minds behind the furniture collections. The cooperation between the client, the designer and Fraefel AG can be very close: from the concept to the dummy model and prototype through to the acceptance furniture and readiness for volume production. Or we can bring our full sensitivity and technical knowledge to bear, taking over the concept together with the elaborated designs and tailoring everything to optimal manufacturability under our own direction. High quality, maximum material utilisation and a good price-performance ratio with the best possible fidelity to the original concept are the focus here.

The approaches are as varied as the creative minds behind the furniture collections.





Detailed design drawings are created using CAD. During production, this data is transmitted directly to the respective machine, enabling precise execution.





From custom items of bathroom furniture with a batch size of 1 to volume production: our development expertise makes it possible.

The development team at Fraefel AG knows all the important aspects of an item of custom bathroom furniture, allowing it to function for volume production while simultaneously meeting the highest standards of design. We scrutinise form, materiality and function, carry out tests and work out the most suitable solution. And it's not uncommon for an attractive innovation to emerge in the process.

Special development for retail chain

To illustrate the depth of Fraefel's development expertise, we provide a reference project: the sanitary plumbing furnishings of several branches of a company in the retail trade. The mirror wall with integrated illumination and pictograms is a special development. The washbasin made of the technical material Corian* was designed on the basis of a sophisticated system, ensuring uniform implementation in various spatial conditions, regardless of whether the branch is located in a modern or pre-war building.

* Corian is joint-free, waterproof and antibacterial, making it a good choice for areas that require high levels of hygiene, such as hospitals, laboratories and bathrooms.

A custom solution for easy implementation in several branches: mirror cabinet with pictograms and Corian washbasin.





Technology³

Sophisticated illumination and mirror concepts, attuned to human biorhythms, transform the bathroom into a place of luxury and comfort. Our technology expertise.

Modern humans live with the cycles of nature and changes in light depending on the time of day. Light influences well-being and enlivens the mind and spirit. Fraefel AG recognised the importance of light early on, integrating it into the development of mirror cabinets. Sophisticated technology adjusts the lighting conditions to the human biorhythm.

Biodynamic light

The Daydream biodynamic light mirror is a development by Fraefel AG in close cooperation with a lighting engineer. The intelligent light control adjusts the light temperature to the time of day. The biological effect of this is that the light matches the human circadian rhythm, waking you up in the morning and preventing unwanted light stimulation in the evening.

Optimal illumination of the face

The Alba mirror cabinet is a joint development of Fraefel AG and designer Stephan Hürlemann. State-of-the-art technology is used to achieve optimal facial illumination. Indirect light is reflected back using laterally mounted reflectors.



Daydream simulates the rhythm of the day with a variety of light temperatures.



Production³

Passionately practised furniture craftsmanship featuring efficient production and high standards of quality. Our production expertise.

Fraefel AG manufactures furniture according to custom orders starting from a batch size of 1. We pay great attention to every single item of furniture. At the same time, our bathroom furniture and furniture collections are also suitable for volume production, allowing office buildings, hospitals, schools and multiple branches to be optimally furnished.

On a production area of 8500 m², we machine some 67,000 m² of wood-based material annually into approximately 7500 bathroom furniture items and 20,000 mirror cabinets – we are amazed ourselves at the impressive figures to which piece production can add up.

Our specialists work in a very well-equipped machine park that is linked to the enterprise resource planning (ERP) system. Through regular training to enhance professional knowledge and periodic updates to the technical equipment, the systems operate according to the state of the art. The personnel and machines are able to work hand in hand to deliver products of exceptional quality.



Our manufacturing expertise also lies in high-precision machining of ceramic and quartz-stone surfaces.

On an additional 1300 m², we machine and assemble ceramic and quartz-stone surfaces for bathrooms, kitchens and living areas. Our surfaces are advanced composite materials consisting of alumina, quartz, feldspar and mineral oxides. They exhibit exceptional hardness and resistance, making the materials absolutely food safe and allowing them to thrill our customers with zero porosity thanks to sintered particle technology.

Machining these composites in high quality requires a great deal of skill and experience, and this is also an area in which Fraefel AG's production expertise stands out.

To machine Finehard surfaces, Fraefel AG uses CNC-controlled waterjet cutting systems and diamond tools with maximum digital precision.







Mission

We aim to use Swiss production to manufacture custom furniture and surfaces that are unparalleled in quality.

Starting from a batch size of 1, we manufacture bathroom furniture and furniture collections based on an efficient platform strategy with low complexity and a manageable number of variants. We also machine high-quality ceramic and quartz-stone surfaces, also known as solid surfaces.

Specific product lines for successful marketing

Our customers and sales intermediaries rely on a distinct, competitively differentiated product range. Fraefel AG develops specific service and product range packages for each distribution channel, thereby fostering successful marketing. Our production location in Switzerland – which we also consider our greatest asset – can only be safeguarded through excellence in design, development, technology, production and logistics.

In Lütisburg-Station, we manufacture custom bathroom furniture and furniture collections that are perfectly tailored to the needs of the market – starting from a batch size of 1.



Sustainability

We are convinced that products with a long service life are the best way to protect the environment – but we are not satisfied with that alone.

Switzerland's environmental and social security legislation is among the most demanding in the world, something that is also reflected in each of our products.

Fraefel AG attaches great importance to a responsible use of natural resources as well as nature. The woods we use meet internationally recognized test criteria, come from ecologically and socially correct cultivation and follows controlled sustainable supply chains.

Our production is completely digitized and follows the strategy of "paperless production". As a packaging material, we consistently rely on recycled cardboard. We avoid the use of expanded polystyrene and polyvinyl chloride (PVC), as both substances cause serious health and environmental problems.

The production plant in Lütisburg Station can easily be reached using the public transport system. It is located in the immediate vicinity of the railway station. As a company that trains apprentices, we are constantly pass on our knowledge. Our well-trained employees have a sense for quality and longevity.

Production waste is used to heat the company building. Packaging is recycled according to the Interseroh guidelines.

Certificates: ISO 9001:2015, No. CH11/0597



People

Professional pride, expertise and experience are what set the employees of Fraefel AG apart. Their abilities give us the upper hand.

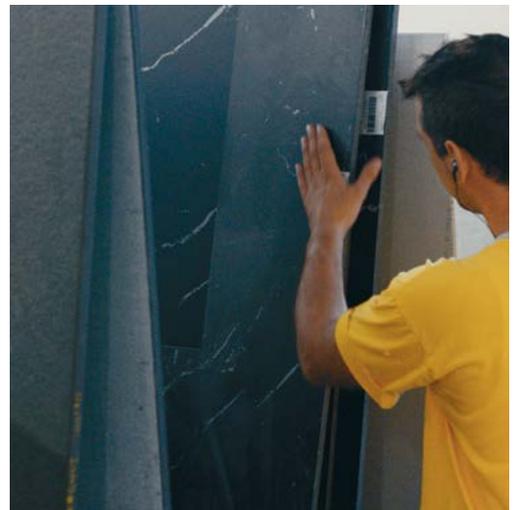
At Fraefel AG, the commitment and dedication of our sales professionals, industrial designers, machine operators, carpenters, marketing specialists and other experts come together to create something special. As a family business in the fourth generation, we take long-term responsibility. For quality, for ensuring jobs, and for protecting the environment.

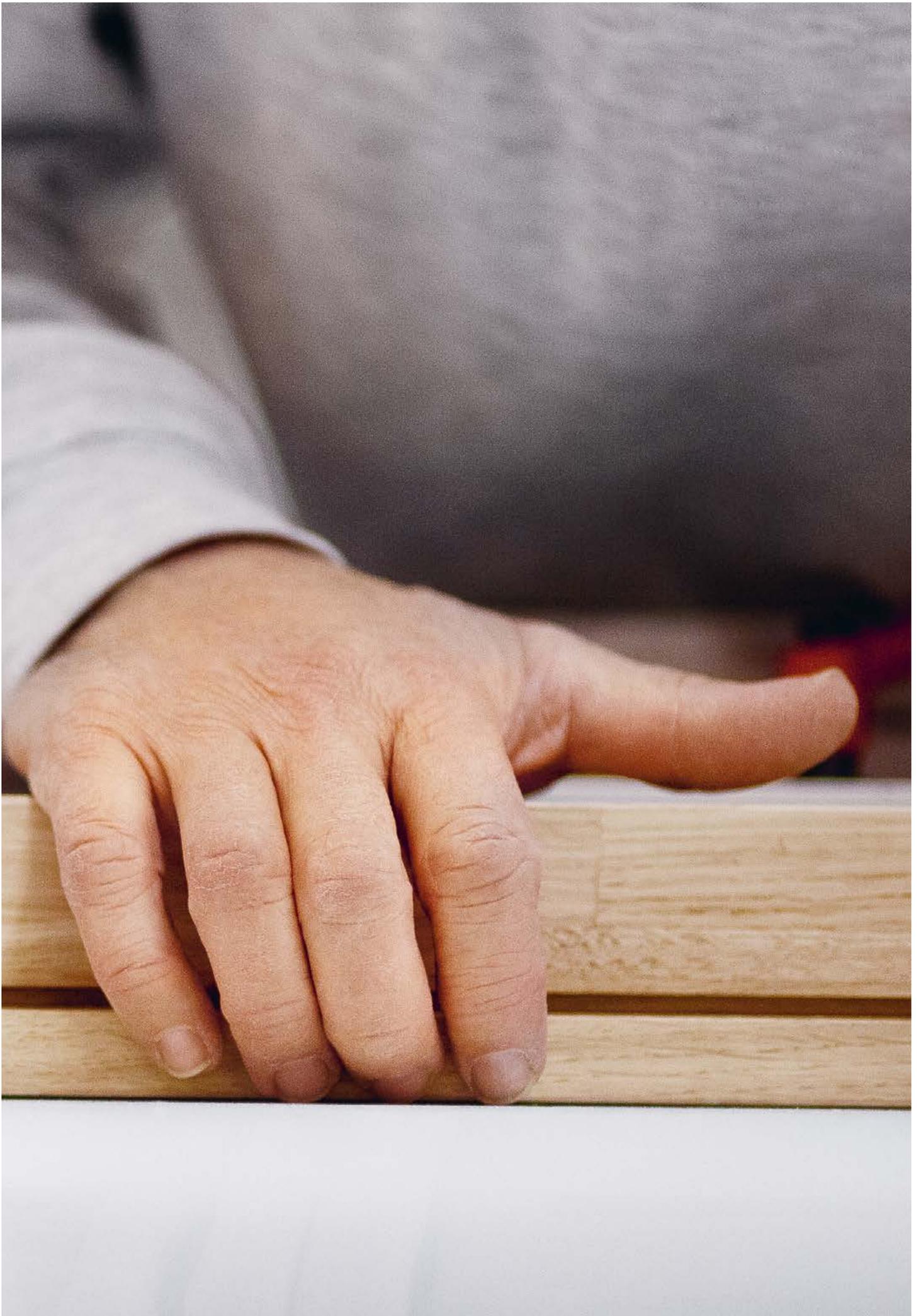
Nurturing young talent creates prospects for the future

Cultivating junior staff is very important to us. We are a company with a fully developed training programme for the professions of carpentry (Swiss Federal Vocational Certificate, *EBA*) and commercial clerk (Swiss Federal Certificate of Proficiency, *EFZ*). Our trainees get to know each department and develop an understanding of what is important in the production of high-quality bathroom furniture and furniture collections.

A family environment

As an SME, we do our work in a family environment, where lines of communication are kept short. Our interactions are collegial, allowing the expertise acquired from training and further education to benefit the entire company – and ultimately each individual product.





Markets

Fraefel AG manufactures products for the international plumbing wholesale trade as well as for industry and the skilled trades. Develop your in-house brand with us.

The primary focus of our activities is OEM production for the national and international plumbing wholesale trade. Our volume solutions for bathroom furniture and furniture collections are sold and distributed throughout Europe – via various B2B channels as private label or product line brands. Our established product line brands Schweizerbad, Sellamatt, Finehard and Bagn’o enjoy a high level of trust.

Get your own in-house brand with Fraefel’s help

We know the preferences of various target groups and can assess the potential of trends. As a tried and tested company with a broad network, Fraefel AG is the right partner for developing your branded product or for implementing your own in-house brand.

Sales promotion by Fraefel

Trade companies benefit from our expertise in product presentation and point-of-sale design. Fraefel AG offers practical support in designing and furnishing product berths and living environments on sales floors. This is particularly important because all objects that surround our furniture collection – from Victorian wallpaper to brass-coloured taps – make an impression on buyers. Creating the right ambience helps with the purchasing decision and increases sales.





Brands

Our product line brands enjoy great trust internationally and guarantee first-class quality made in Switzerland.

Our product line brands are not mere brands but customer solutions in the truest sense of the phrase: perfectly tailored to the needs of the respective market, with each of them persuasive in their own way through unique selling points.

SCHWEIZERBAD **SB**
SWISS BATHROOM DESIGN SINCE 1903

The name says it all – Schweizerbad is our export brand for high-quality bathroom furniture from Switzerland.

sellamatt FINE SWISS FURNITURE

Rooted in the region, our furniture brand is popular on online retail channels with high design standards.

bagn'o
Schweizer Badmöbelkultur

Swiss bathroom furniture. Bagn'o is available exclusively in Switzerland, where it can be found on the online sanitary plumbing portal habitects.ch.

FINEHARD[®]
Leidenschaft für Oberflächen

Inspiring surface solutions made of revolutionary materials – quartz stone and ceramics.

Finehard

High-precision machining of ceramic and quartz-stone surfaces is one of Fraefel AG's strengths.

Finehard ceramic and quartz-stone surfaces exhibit grace and refinement as well as great resilience.

Refined side – hard core

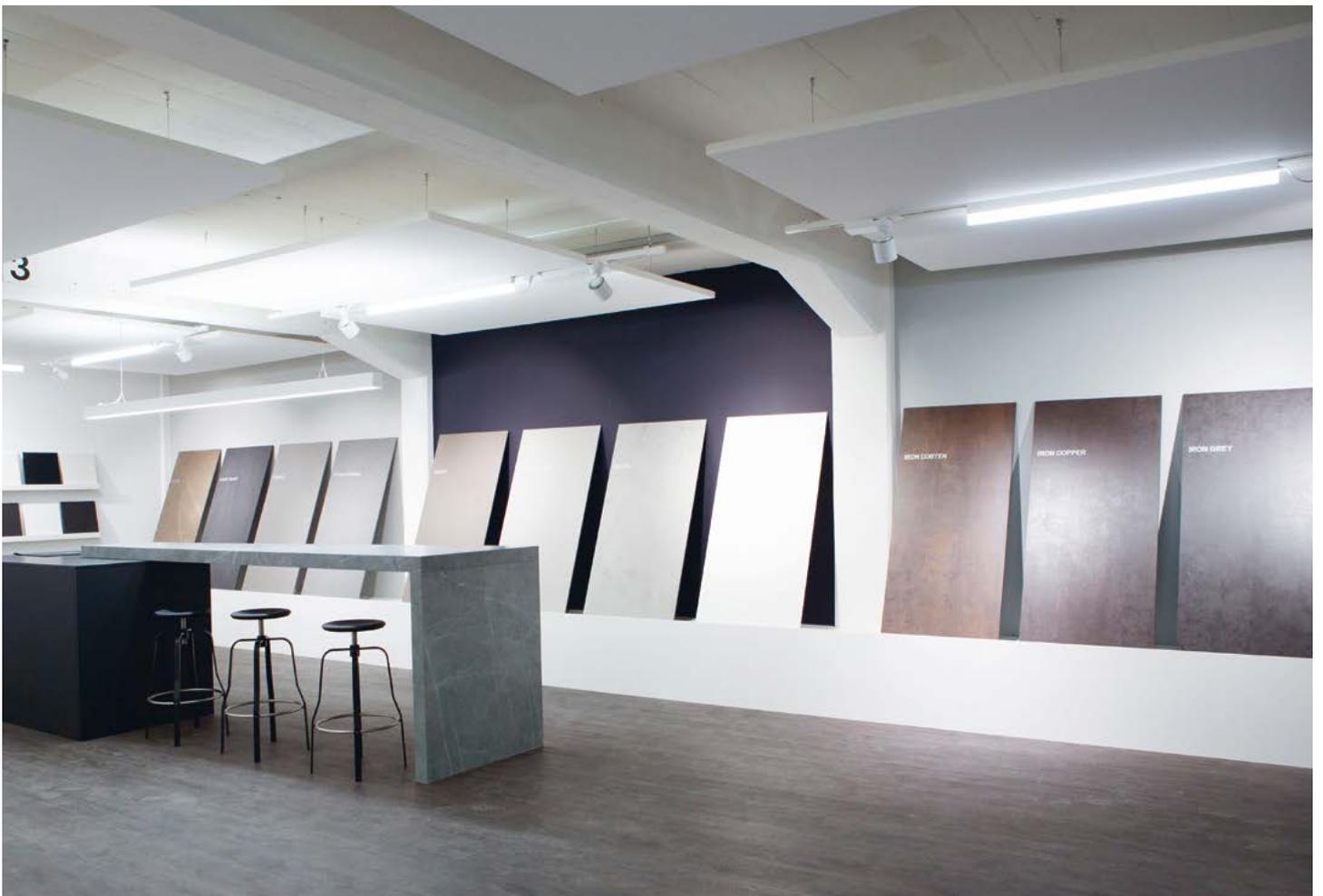
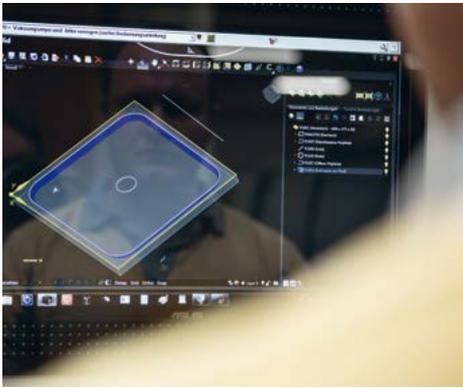
Surfaces from Finehard flatter the eye, shape the aesthetic image and expand the options for interior design. In addition, they meet high demands in terms of functionality, resilience, durability and hygiene, offering the perfect combination of soft and hard factors.

Machining with maximum precision

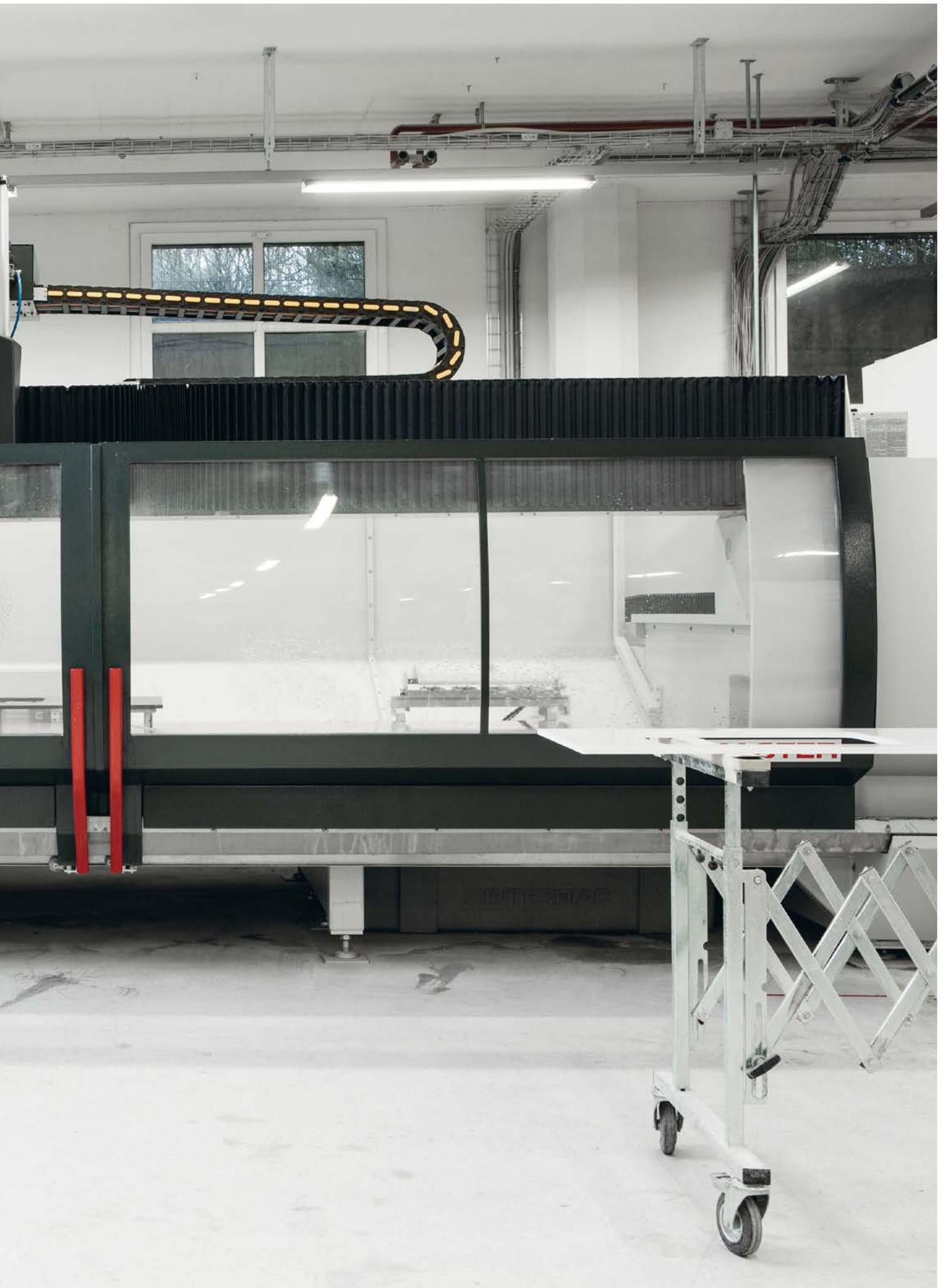
To machine Finehard surfaces, Fraefel AG uses CNC-controlled waterjet cutting systems and diamond tools with maximum digital precision. Edge machining, milling and drilling are perfectly engineered down to the smallest detail.

Finehard ceramic and quartz-stone surfaces create new options for interior design, providing inspiration through a variety of colours and textures – and making an impression through their rugged and robust characteristics.









A story worth telling

The company history of Fraefel AG bears witness to times of success as well as difficulty. In its own way, each phase has strengthened us as a family business.

1903 The **Albert Fraefel** Glazery is founded in St. Gallen at Konkordiastrasse 12. Before that, Albert and his brother Robert had already worked there together running a small glazier's workshop. *3–4 employees*

1906 Purchase of the property at Konkordiastrasse 11.

1910 The brothers go their separate ways. Albert Fraefel becomes the sole owner of the property at Konkordiastrasse 11 and the glazery. *Expansion to 12 employees*

1915 A major contract is won: glazing of the ticket hall in the main train station of St. Gallen. Albert Fraefel's company is allowed to manufacture the large windows in the ticket hall, a job which requires special technical knowledge.

1921 After the early death of her husband and with the support of her brother Heinrich Kempter, **Maria Fraefel-Kempter** continues to run the business under the company name "Albert Fraefel's Widow Carpentry and Glazery". She raises four children at the same time. Together they were able to ensure the continuation of the business.

1927 After completing a glazier's apprenticeship in Zurich, Albert Fraefel joins his mother's business and becomes operations manager.

1943 **Albert Fraefel-Fritsch** takes over the business. During the war years, the business changes and increasingly concentrates on carpentry and interior design work. *12–14 employees*

1952 **Erna Fraefel-Fritsch** is heavily involved in the business, both when her husband Albert was in the military during the war years and after Albert has a serious car accident in 1952, causing him to remain in poor health. They are able to overcome this difficult time together.

1955 Peter Fraefel joins the company. He goes through a carpentry apprenticeship in his parents' business and also undergoes a comprehensive training and study programme that takes him from craftsman to work preparation specialist through to the title of graduate master carpenter in 1966. The renovation of the St. Gallen Cathedral also takes place during this time.

1961–1967 A prestigious contract of a special kind is won: the renovation of the St. Gallen Cathedral. The Fraefel company is allowed to carry out the woodwork restoration over the course of four years. One of the most beautiful and interesting contracts they had received up to that point. The cathedral is later designated a UNESCO World Heritage Site.

1970 **Peter Fraefel** takes over the company in the third generation and leads the company from artisanal to industrial production. His wife, **Ursula Fraefel-Huber**, also works in the business for many years and is responsible for administration and accounting, work that becomes more complex and extensive with volume production. They have three sons: Markus, Urs and Beat.



- 1 Albert Fraefel
- 2 Wife Maria Fraefel-Kempter
- 3 Initial years in St. Gallen
- 4 Brother-in-law Heinrich Kempter
- 5 Major contract for the renovation of the St. Gallen Cathedral
- 6 Albert Fraefel-Fritsch
- 7 Wife Erna Fraefel-Fritsch
- 8 Peter Fraefel with wife Ursula Fraefel-Huber
- 9 Markus Fraefel

1974 The company moves to Sternackerstrasse 10a in St. Gallen. The focus is on client work, furnishing interiors and construction of restaurants and shops. Thanks to the efficient equipment, both single-item and volume production can be carried out, along with furnishing of more extensive interiors.

15 employees

1978 Start of bathroom furniture production for Sanitas AG, one of the largest plumbing wholesalers in Switzerland.

1988 Markus Fraefel joins the company. He is a trained cabinetmaker who spent time at various Swiss companies, as well as stints in the USA and Finland. He was involved in bathroom furniture production from the very beginning, gaining additional knowledge about volume production of furniture in one of the largest furniture factories in Finland. Fraefel becomes an authorised Corian® processor. The innovative material from DuPont® is used primarily in the washbasin area, for kitchen worktops and in the furnishing of interiors.

Up to 30 employees

1989 Fraefel AG is founded. The company moves into a new location for bathroom furniture production in Berg, St. Gallen. Due to the company's growth, it is necessary to establish a new business organisation. The result is a pure family corporation – which it remains to this day.

1992 Expansion and move to Lütisburg-Station. Bathroom furniture is manufactured with expanded and optimised production systems. The first anterior wall unit, Variella Compact, leaves the production hall.

1996 The **Schweizerbad** company is founded in Germany, helping to expand the customer base and establish important contacts with German industry and trade. Fraefel transforms itself more and more from a production company into a service company.

2003 Company anniversary: 100 years of the Fraefel family business. This milestone is celebrated together with the workforce and various public institutions. The product range expanded this year with the machining of quartz-stone surfaces. *65 employees*

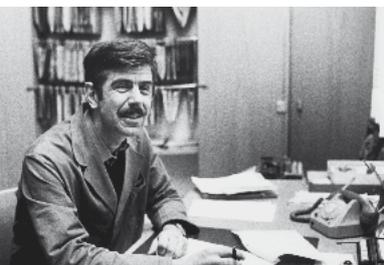
2013 Launch of the **Finehard** brand for high-quality surface solutions made of ceramic and quartz stone for bathrooms, kitchens and living areas.

2015 Launch of the **Sellamatt** brand for exceptional furniture collections with high design standards.

2018 Start of sales activities in Russia, where our bathroom furniture appeals to a discerning clientele.

2019 Launch of the Swiss bathroom furniture line **Bagn'o** – Swiss bathroom furniture. Produced in Toggenburg, Bagn'o delights all those who have an appreciation for simple elegance.

2020 Updated corporate image with new website and informative company brochure. The story continues to be written.

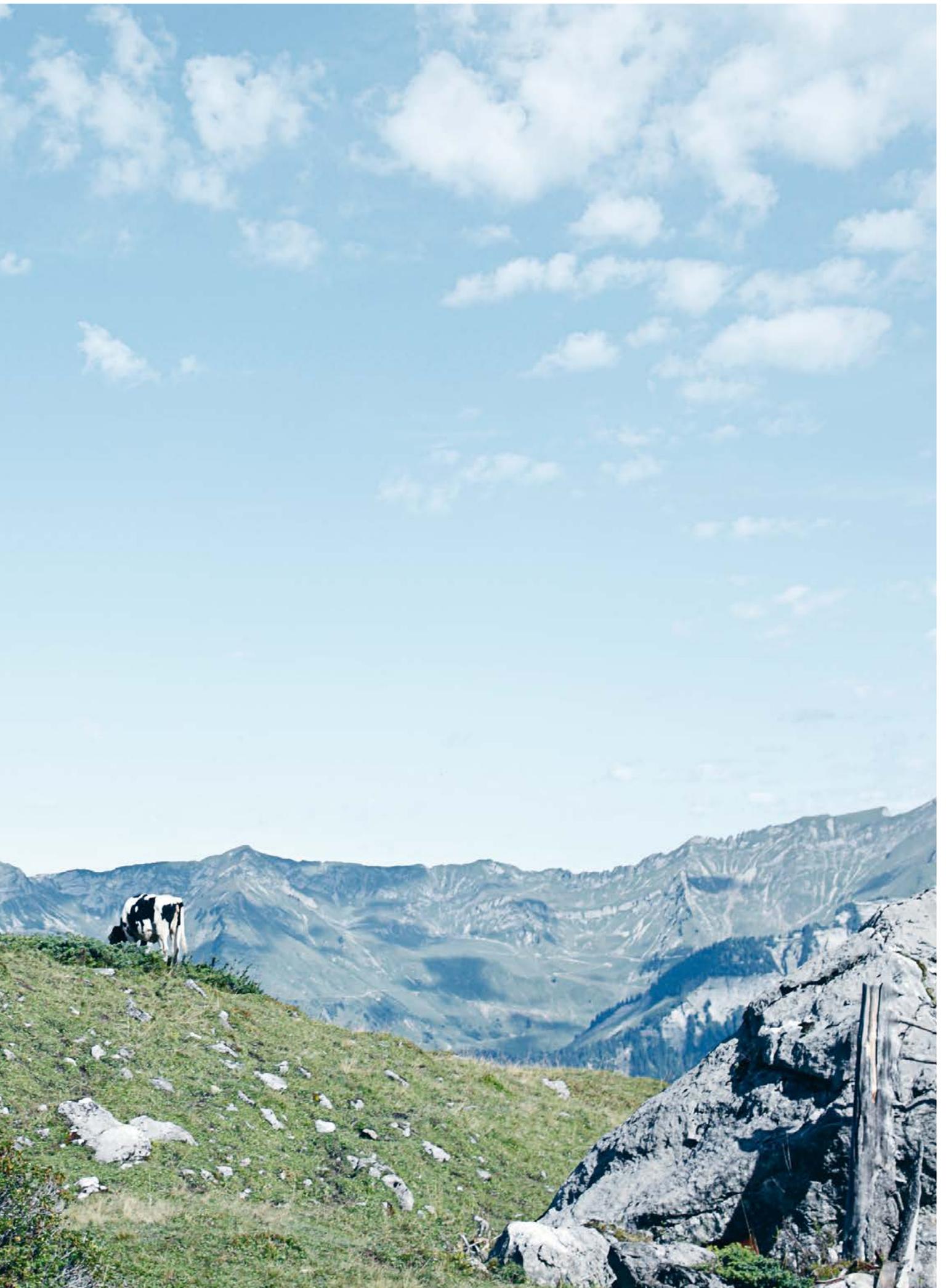


Peter Fraefel led the company from artisanal to industrial production.

Swissness³

**Switzerland is a small country but
an ideal place for big ideas and pioneering
visions. Our Swissness expertise.**





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