



FIRE, THE ESSENTIAL ELEMENT

CONCEPT & FORME SA - PRESENTATION OF THE COMPANY

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History

>> In 1983, Concept & Forme is a two-man band: Gérard Pitance and Benoît Lafontaine who decide to become partners on the development and production of a very special wood stove (the current Stûv 60) designed by Gérard Pitance. They sub-contract the production of components and do the assembly and installation themselves. Their capital: creativity and motivation. Early days are laborious but the firm slowly develops, progressively tools-up, staff increases little by little, offers new types of stoves; products are carefully finished and highly efficient.

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Today

>> Concept & Forme offers 120 jobs, produces 12,300 units annually, delivers a high-performance infrastructure and exports to all European countries (> 70% for export).

>> Stûv has always endeavoured to produce high-performance stoves. Today all models officially conform to European standards (except the Stûv 16 which is currently under assessment). They have been tested in laboratories which use the European standards EN 13229 (inserts) or EN 13240 (stoves).

>> The company has just doubled its floor-space and moved part of the production activity to a new 5 000 m² hall in its Bois-de-Villers site near Namur.

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Company philosophy

>> One can only reach such levels by developing competences in all areas: technical, administrative, financial, human resource management, marketing... but there are two areas that characterize this company: the design of its products and a permanent attention to human problems.

>> The design of Stûv stoves has nothing much in common with the current and somewhat flashy "trendy" designs one sees in magazines; it is timeless, sober, and –beyond its visual aspect– it is deeply respectful of the users, their household environment, of the Environment itself, of those people who build them and install them.

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Concept & Forme sa

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Company name	Concept & Forme sa
Founded	in 1983
Main activity	Design, production and distribution of contemporary fireplaces and wood stoves
Management	Benoît Lafontaine and Gérard Pitance
Workforce	120 persons
Production	12 300 fireplaces and stoves per year
Turnover 2006	€ 20 500 000
Distinctions	Entreprise de l'Année 2006 (Company of the year 2006 in Wallonia) - Great Prize «Wallonia Export 2006», «young exporters» category - Design Prize, Batimat 2003 - Concours Lépine, the President's Prize, Paris show 2001