

SCHOTT ROBAX® with big bending radius

**Is it a new technology or a
spectacular fire experience?**

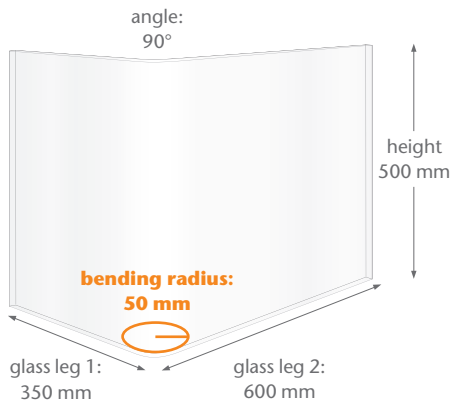


**SCHOTT
ROBAX®**

The new fire perspective.

Angular bent ROBAX® fire viewing panels provide the best possible, unobstructed view of the fire:

- Visible bending edge
- Comprehensive, clear view of the fire
- Almost completely natural fire experience
- Various sizes and shapes possible (bending radius, height, leg lengths, etc.)



Main purchase motivation: an authentic fire.

- The fireplace is a place where people gather.*
- 44% of all buyers** prefer an angular bent fire viewing panel made from a single piece and are willing to pay a surcharge for such averaging 626 euros per fireplace.
- Only a 3D fire viewing panel can create an authentic view of the fire at the highest level.***



* Dichter Institute (2007): 7-country basic study

**ah-markenberatung (2014): representative survey of an independent market research institute surveying 300 consumers planning a purchase (in the next 5 years), Germany

*** Focus Marketing Research (2015): trade study, Germany

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