



Hangers for clever people

Press Release

BIRD – an innovation for store design regarding both shape and material

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Harm Hinrichs answers your questions from **05.03. – 07.03.17***

Düsseldorf, EuroShop, 06.03.17 – Developed by the founder and former director of the study program Visual Merchandising Design at the Akademie JAK, Harm Hinrichs - MAWA introduces a new hanger series on the market: made from plywood and metal.



(photo: designer Harm Hinrichs)



Quotation by Harm Hinrichs:

Wood or metal, do you always have to choose? In the design of shop interiors the combination of different elements creates a special color and material sound. The hanger can now also be included as a styling element.

For the first time, we bring plywood into play. Store designers know plywood from furniture and shop construction. Harm Hinrichs uses the excellent qualities of plywood for hangers. Plywood is stronger than solid wood and can be pressed into round shapes. Narrow hangers with collar form have a hard characteristic bend but BIRD is designed with a soft bend. It reminds a little of wings, lightness and freedom of a flying animal - BIRD.



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Designed as a product family the hangers are also available in round steel. The contour remains the same. This approach is new and on one hand enables the right functional solution in the presentation of products - every piece of clothing sits or hangs perfectly- on the other hand the material can also be chosen for the special look of the brand in the shop.

For Store Designers and Visual Merchandisers the combination of shape and material results in a wide range of associations and approaches for interpretation. With the BIRD series, MAWA presents for the first time a wide range of new and surprising material versatility on the clothes rail and in the customer's field of vision.

About the MAWA GmbH

The MAWA GmbH is one of the leading manufacturers of high-quality hangers.

The company based in Pfaffenhofen impresses with quality, design, flexibility and reliability in the production of metal and wooden hangers. MAWA's product range includes over 500 products including very innovative but also classic and proven variations. With an export share of more than 80 percent, MAWA supplies over 60 countries worldwide. Short delivery times and easy re-ordering are other characteristics that convince MAWA's customers in Europe and worldwide. With the ECOfriendly seal, MAWA underlines sustainability in production in accordance with strictly ecological perspectives. MAWA hangers do not give any toxins to clothing and skin, that means MAWA's seal SKINfriendly.

More information and insight into the product range can be found under www.mawa.de/en

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