# le feu

By Lauritsen

D E F I N E  F I R E

# LE FEU FIRES
## PRESSKIT 2021/2022

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## HISTORY OF LE FEU

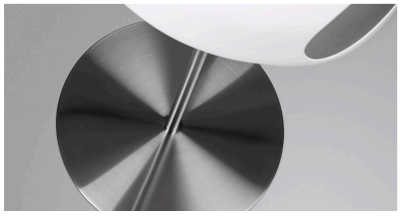
Le Feu is a Danish company, founded in 2017.
Because of its iconic Danish Design and its flexible and environmentally oriented approach,the Le Feu Bio-fireplaces, after their introduction on the market, were welcomed in a very positive way. Currently, the fireplaces are sold in 17 countries worldwide.
Le Feu originated from passion and years of experience, leading to an innovative and relevant product for today's consumer.

The Lauritsen family has been creating open fireplaces and wood-burning stoves for generations, being a central meeting place for Danish houses.

Søren Lauritsen, founder of Le Feu and the third generation 'fireplace builder' of the family, has been part of this 'warm universe' from an early age. As a small boy he already learned the craftsmanship in the workshop of his grandfather.

## THE ORIGIN OF LE FEU

One evening in 2017 was crucial for Søren Lauritsen in the development of Le Feu as we know it today.
With a strong ambition to change the traditional view of fireplaces, Søren had one clear vision:
create a beautiful, environmentally friendly fireplace that fits everywhere and is an eye-catcher in any home.
The idea took shape and the first sketches for Le Feu were drafted that same evening.
From here Søren developed his concept into the final product. During the development he worked together with experienced and capable specialists and engineers, to ensure the highest quality, both in materials and functionality. This is how Le Feu became a reality, and today it is the best-selling organic fireplace in Scandinavia.



´All houses deserve a warm heart´

## VISION OF LE FEU

Every home deserves a warm heart - a natural gathering point with an inviting and cozy atmosphere. With dancing flames that catch your attention, in the special shape of the Le Feu bio fireplace from Le Feu by Lauritsen.

Every house is unique. And Le Feu's simple design makes it possible for everyone to create a magical atmosphere in your home in no time! With the ambition to become a world leader as manufacturer of fireplaces, Le Feu wants to inspire, innovate and offer every home a suitable fire. We would like to let our customers experience the authentic Danish atmosphere, wherever they are in the world.

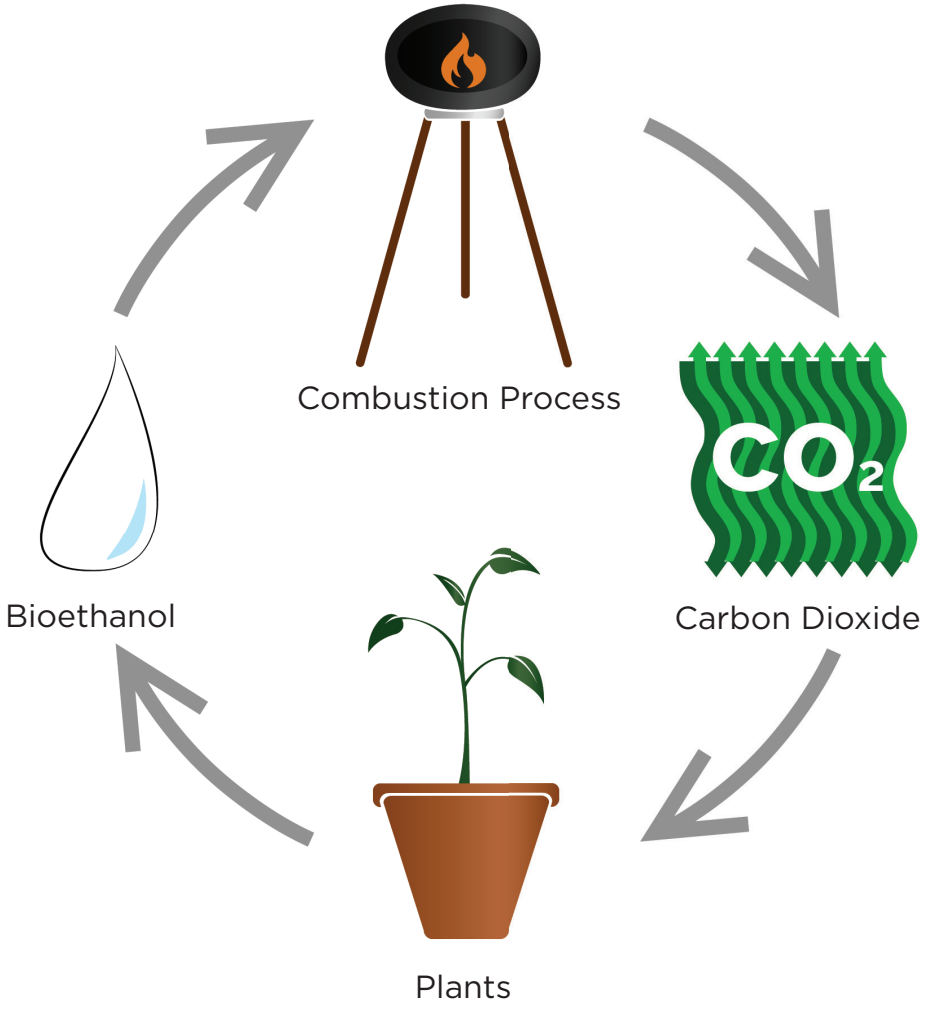
With a passion for sustainability, design and functionality - and of course for fire -, the team of Le Feu continuously develops new designs and concepts, with the aim of inspiring interior designers and clients.

## LE FEU IN THE MARKET

- Le Feu Bio fireplaces – 1 fireplace, 6 different models with many easily interchangeable options for creating warmth and coziness, both indoors and outdoors.
- Le Feu Bio fireplaces are made for a sustainable lifestyle. If desired, it is possible to change the fireplace into a different look. The models can be modified as desired: for example, a Le Feu Sky can become a Le Feu Wood by purchasing the wooden legs and associated accessories.
- The Le Feu Bio fireplace is the environment - and indoor climate- friendly alternative to traditional wood-burning stoves and open (gas) fireplaces.
- Le Feu Bio Fireplaces burn clean and smoke-free and do not release any harmful substances into the house.
- Le Feu Bio Fireplaces are timeless and have a stylish Danish design made of the best quality materials.
- Le Feu is the best-selling Bio fireplace in Scandinavia and Le Feu Bio fireplaces are currently sold in 17 countries.
- Le Feu Bio Fireplaces with its modern burner technology combined with an efficient choice of materials and explicit shape - unlike other Bio fireplaces - generate a lot of heat. Le Feu Bio Fireplaces raise the room temperature by 3.8 ° C in a room of 40 m².

## LE FEU AND THE ENVIRONMENT

The market for fireplaces and wood-burning stoves is changing. More and more countries are introducing legal restrictions to reduce the harmful (CO2) emissions of fuels used at home. Consumers are also increasingly looking for environmentally friendly products, also in the field of fireplaces.
Le Feu bio fireplaces burn on pure bio ethanol. Bio ethanol is alcohol, which is produced organically by the fermentation of sugar. The first generation of bioethanol was made from edible plants.
The second generation is made by plant waste or straw. The fermentation process uses it starch in the biomass, which is converted into bioethanol in this way.
Bio ethanol is therefore an organic, CO2 neutral product, and therefore a fantastic environmentally friendly alternative to traditional fuels.



# BUILD YOUR OWN LE FEU

LE FEU OFFERS 40 DIFFERENT OPTIONS

WHICH ONE SUITS YOU?

Le Feu Sky
€1,755.00

Le Feu Sky
White €1,925.00

Le Feu Wall
€1,755.00

Le Feu Wall
White €1,925.00

Le Feu Steel
White €1,925.00

Le Feu Steel
€1,755.00

Le Feu Wood
€1,755.00

Le Feu Wood
White €1,925.00

Le Feu Ground Low
€1,755.00

Le Feu Ground Low
White €1,925.00

le feu
By Louiteen

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**THE NETHERLANDS**

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