

the fireplace reimagined

**hf**  
**Hygge<sup>®</sup>**  
**flames**



We care for our environment



Discover why we have  
Hygge Flames and why  
to share the Hygge,  
home to yours.

created  
we hope  
from our

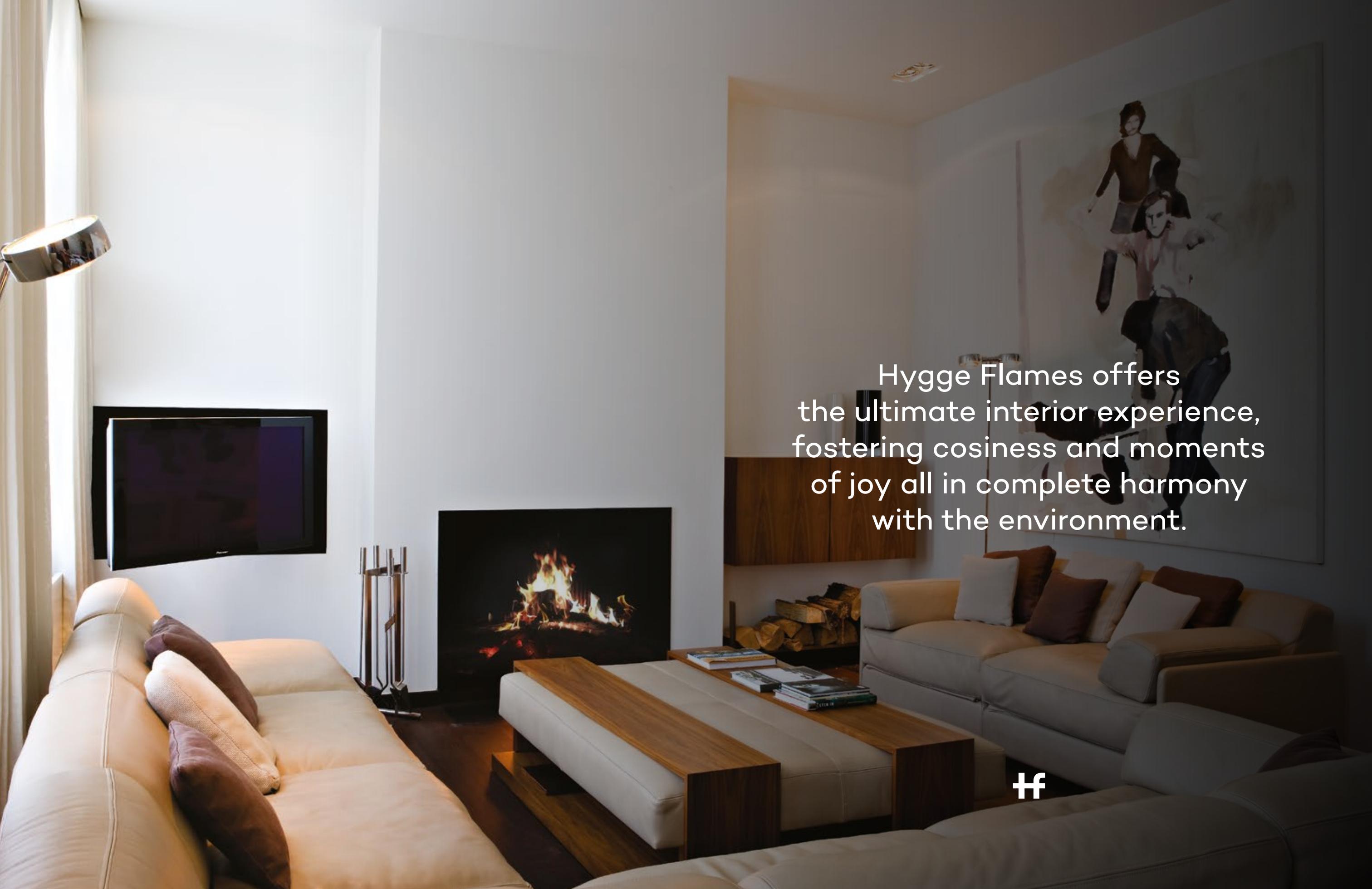
## Welcome

This is not just a brochure – it is an invitation into our world.

Hygge Flames is the result of our most ambitious project yet,  
to create the perfect contemporary fireplace.

To bring Hygge Flames into your life is to immerse yourself in  
simplicity and comfort.

The comfort of effortless beauty,  
of uncompromising safety,  
of knowing you are being kind to the environment.

A modern living room with a fireplace, sofas, and a coffee table. The room is dimly lit, with a warm glow from the fireplace and a floor lamp. A large abstract painting is on the wall. The text is overlaid on the right side of the image.

Hygge Flames offers  
the ultimate interior experience,  
fostering cosiness and moments  
of joy all in complete harmony  
with the environment.



# Hygge Flames

## The fireplace reimagined



### CREATE YOUR ATMOSPHERE, AWAKEN YOUR SENSES

- › The beauty of a wood fire made effortless
- › 15 hyper-realistic Holo-3D visuals of woodfire flames, enchanting sparks, drifting smoke and glowing embers
- › A natural and unique handcrafted logset
- › Intensely lifelike decorative virtual fireplace, without the uncontrollable heat – allowing one to enjoy the ambiance of a traditional fireplace, any time of the year
- › Customize your Hygge Flames by adding some ashes and coals as a finishing touch to the logset
- › Provides a soothing and relaxing ambiance to enhance your wellbeing

### ALL WITH THE TOUCH OF A BUTTON

- › Select the intensity of the flames and glow of the embers, from a smooth burn to a roaring fire
- › Mastery of sound - from silence to natural crackling
- › Personalize the back wall – choose brickwork, black ribbed panels or plain steel

### ADAPTED TO YOUR SPACE

- › Hygge Flames is a stunning addition to every space. Even when it is turned-off, it looks like a natural logset waiting to be ignited
- › With the versatility of its 'compact unit' concept, it can easily be installed in any room and be built into your existing wood or gas fireplace
- › The choice of multiple variations: built-in, wall mounted, freestanding or moveable
- › Personalise your Hygge Flames by selecting from a range of standard or custom-made designs
- › No chimney, No technical limitations – All it needs is **electricity**

### CLEAN AND SAFE

- › No wood, No gas, No combustion
- › Zero emissions, Zero dust, Zero CO<sub>2</sub>
- › Zero burns, No risk of CO poisoning
- › Low maintenance – no soot, no ashes, no wood-storage
- › Energy efficient - using the latest technologies, its power consumption is negligible

*Patented Holo-3D Flames  
Technology that delivers  
the ultimate illusion of  
natural wood fire\**

\* Look at our 'Innovative' page to learn more about our Holo-3D Flames Technology.

# 'hygge' Happiness, the Danish way

Derived from the Germanic word "hyggja", which means "to feel satisfied". Today 'hygge' is a verb, an adjective, a noun, a mood. At its heart, 'hygge' is about creating intimacy: a special moment with family, friends or on your own, but always cosy and relaxing. The Danes' ability to 'hygge' is why they are so happy.

The fireplace is an essential part of 'hygge'. Its soft glow and reassuring crackling sounds foster a sense of warmth and joy.



[h<sup>u</sup>:gə]

“Hygge is stepping back from the rush of daily life to make time for those moments of wellbeing.”

John De Smecht, co-founder



Hygge –  
the joy of working  
with those we love

## The 'De Smecht' Family

For more than 20 years ABC Haarden, our family business, has crafted some of the world's finest fireplaces. From our workshop in Flanders, Belgium, we specialize in the design, manufacturing and installment of various styles of gas and wood fireplaces, including tailor-made offerings.

We strive to be a humanistic enterprise, focusing on five values: **Craftsmanship, Inspiration, Lasting Quality, Integrity and Teamwork**. To achieve this we have developed our own business culture, where every employee feels as if they are part of a family unit, sharing a common purpose of responsibly satisfying our customers' ever-evolving needs.

Fire is one of the four elements. Since its earliest days, humankind has harnessed fire for heating, protection, lighting and inspiration. This is still true today - the fireplace remains the heart of the home.

However, a growing awareness of sustainability and progressively stricter environmental and insulation regulations make the traditional open fire increasingly unfeasible. Air pollution, access to and cost of wood and fossil fuels, and well-insulated buildings are just some of the reasons why it is time to reimagine the fireplace - to transform it from a utility to an interior experience while being kind to the planet.

We have created Hygge Flames: **a completely new, state-of-the-art concept** that offers a multisensory flame experience – keeping the unique experience alive, without the disadvantages of the traditional fireplace.

We invite you to join us in this new way of life, one that aligns simplicity, happiness and sustainability.

Together we can make the world a cosier place!

The De Smecht family

A group of diverse children are running happily through a field of tall grass. The children are wearing colorful t-shirts and pants. The background shows a line of trees under a bright sky. The overall mood is joyful and energetic.

**Hygge Flames, the fireplace  
for the wellbeing of  
future generations.**

# So you want a fireplace...

# Our world is changing

## ENVIRONMENT

- › Wood burning fires release CO<sub>2</sub> and fine dust
- › Need for an alternative to fossil fuels



**Hygge Flames  
a fireplace  
adapted to our  
new way of  
living**

## MODERN LIFESTYLE & SPACE

- › Modern life is ever-stressful
- › We are mindful of our surroundings and strive to enhance our wellbeing
- › Our homes are more compact
- › We are increasingly urban-based

## ENERGY & ENVIRONMENTAL REGULATIONS

- › More insulation - no need for excessive heat



## We know you care about the environment, we do too

Increased awareness of climate change and the importance of sustainability has led to building codes with greater energy efficiency requirements, resulting in better insulated and smart tech-outfitted homes. It also encourages people to choose sustainable building materials, habits, and products.

Our homes are not adapted to the blazing heat of a wood or gas fire, and we have far more efficient heating solutions. It is time for a clean solution that provides the ambience people love, without the emissions and dust of traditional fireplaces.



## Small is beautiful

We are thinking about space in a completely different way: repurposing buildings, co-living, smart tech - people are returning to apartment life in the city, near the urban amenities and moving into compact homes.

Unfortunately, the coziness of a fireplace is impossible for most - the technical requirements make it unfeasible, and regulations are prohibitory. With smaller spaces, there is a need for smarter living.





## Authenticity & Happiness

Life moves fast: We are busy, it's hard to switch off.

We begin to see that the essence of life is not in the great and the grand, but in the simple joys. The joys of family time, dinner with friends, cosy time with a good book, knitting, playing a board game...



## Creating experiences

Let's enhance life, it's the only one we have.

When people go to a bar, a restaurant, a hotel, the fitness, travel, shopping,... they want an experience - something fulfilling. Atmosphere is everything. Would it not be amazing to have a fireplace that could adapt to any space? To create a space worth visiting?





# The world of Hygge Flames

Combining Belgian craftsmanship  
and a Danish ethos, effortless  
cosiness and sustainability find  
expression in Hygge Flames.

—

the fireplace reimagined



# Our promise

**hf**

Hygge Flames allows you to create and enjoy your personal space, effortlessly and without compromise. On your own, with those we love. To keep the fire burning, to strengthen relationships - a feeling that is all the more special when you know that you are being kind to the environment.

All the  
hygge

none of  
the CO<sub>2</sub>



How  
are we  
different

# Sustainable



Hygge Flames embodies smart living.

Conceived with only the highest quality materials, powered by **electricity** and developed to be in extreme accordance with environmental legislation, Hygge Flames is designed with sustainability in mind. Its negligible energy consumption makes it perfect for your energy efficient or self-sufficient home. The result: **a clean fireplace** without fossil fuels and a complete absence of emissions, smoke and fine dust particles.

Even our production and logistical process is designed to have a minimal environmental impact and to be part of the circular economy.

Hygge Flames is a choice our planet will truly appreciate.

“Hygge Flames is a pioneer of the modern fireplace experience.”

ARCHITECT@WORK, Belgium

## How does it work

Hygge Flames’ patented Holo-3D Flames Technology optimizes an age-old phenomenon called “Pepper’s Ghost” principle, an optical illusion historically used in the theatre.

Two high quality screens with combined videos and audio recordings of real fires, colour adaptive micro LED lights, a specially coated mirror, and the highest quality materials are combined to create an intensely lifelike three-dimensional illusion of dancing flames, drifting smoke, enchanting sparks and a truly natural appearing burning logset.

Crafted in small batches and hand finished, each logset is a unique creation. To simulate the authentic visuals of a fireplace, it’s lit from the inside using our LED lighting technology® – to give the impression the flames are emanating from the logs. Even the glowing embers are synchronized with the multiple flame images.

Two built-in speakers produce the clear, realistic and adjustable sound of a crackling fire.

The mirror helps to create the Holo Flames and is fully retractable®, leaving only the logset visible when Hygge Flames is turned-off.

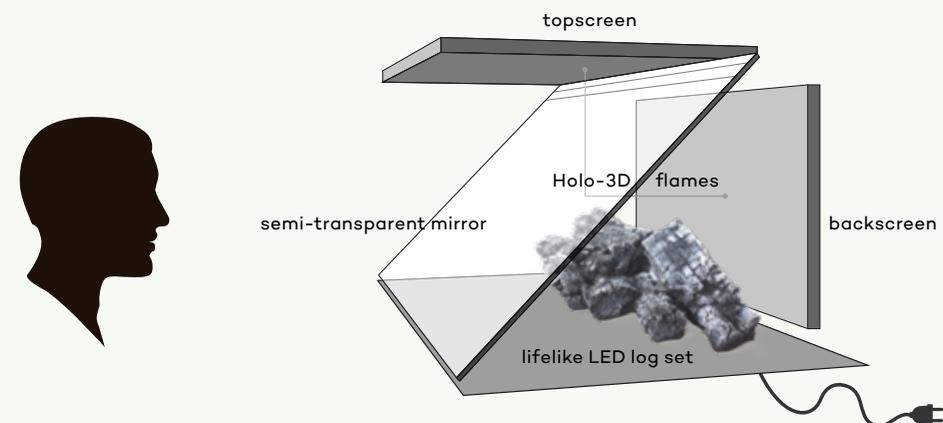
# Innovative

Hygge Flames transcends the limitations of traditional wood, electric or gas offerings.

We have truly reimagined the fireplace, combining 15 vivid visuals, a beautifully handcrafted logset and innovative acoustic capabilities – all to offer the authentic experience of a wood-burning fire, adapted to modern life.

Modern aesthetics, effortlessly adjustable flames and backwall, lifelike burning logs and the crackling sound of a wood fire make it the ultimate contemporary virtual fireplace.

## AN INSIDE LOOK



# Anywhere



As a decorative fireplace, Hygge Flames can be effortlessly integrated into any space: private houses, apartments, offices and hospitality interiors - lobbies, hotel rooms, restaurants, cafés, bars, lounges, fitness clubs, spas, country clubs... Even the pool house or yacht.

Intelligently designed to save space, it can easily be installed in any room. There are no technical limitations. Hygge Flames can even be built into your existing wood or gas fireplace or inserted into your old open fireplace to bring it back to life.

Models are available as built-in, wall mounted, freestanding or moveable units. **Personalise** your Hygge Flames by selecting from a range of standard or custom-made designs, each crafted from high quality materials including blue laminated, black, rusted or powder coated steel; or fully customize your own unique design.

As the centerpiece of any space, anywhere, Hygge Flames truly provides the 'hygge' atmosphere.

Compact and efficient, **electricity** is the only power Hygge Flames needs - simply connect to a standard outlet. There is no need for a chimney, air inlet, gas or water line, fireproof materials. It is easy to install - does not require specialist installation and when moving to another space, simply unplug and take it with you.

Harmonize your mood and interior by selecting your preferred flames and glowing logset, from a soothing burn to a roaring fire and visuals of enchanting sparks and drifting smoke. **All with the touch of a button**, select the appearance of your back wall (brickwork, black ribbed panels or plain steel), and adjust your sound, from silence to natural crackling. Customize the handcrafted logset by adding pebbles and coals as a finishing touch.

With Hygge Flames, you can enjoy the **ambiance** of a wood-burning fireplace anytime of the year, without the inherent difficulties of maintaining your ideal room temperature.

Hygge Flames offers complete **peace of mind**: no combustion, no dust, no burns, no fire hazards, no hot embers, no emission of harmful fumes, no risk of CO poisoning, no maintenance - no ashes to clean up, no soot accumulation on the glass, no wood-storage required.

Children and pets can play in absolute safety and in public or commercial spaces, there is no danger to clients.



**Easy  
& Safe**



Together let's  
make the world  
**a warmer place**



**ff** Hygge<sup>®</sup>  
flames

