

focus sb

"WE'RE DELIGHTED YOU'VE CHOSEN  
FOCUS SB, AND WE LOOK FORWARD TO  
MAKING YOUR PRESTIGIOUS PROJECTS  
STAND OUT FROM THE MAINSTREAM."

*Gary Stevens, Managing Director*

# INTRODUCING FOCUS SB

## BRITISH MANUFACTURER

Focus SB® is a multi-award winning British brand renowned for the design, development and manufacture of premium electrical wiring accessories. At the forefront of our industry for over 40 years, our long standing ability to create desirable faceplate and light switch designs and finishes using a blend of traditional artisan crafts combined with cutting edge technology is complemented by years of in-house experience and investment in manufacturing training.

Our specialist capabilities include electrical accessory design, development and testing, bespoke metal plate design and manufacture, metal finishing, laser marking and complex supply chain management.

Focus SB's hand finished products are specified by prominent architects, consulting engineers and designers for world class hospitality and leisure resorts, prime residential developments, heritage buildings, royal residences, superyachts and commercial projects internationally.

## DEDICATED SERVICE

It all begins with our customers detailing their unique requirements for finish and final function. Our expertise and range of services ensure we satisfy the customer's desires, whilst considering dimensional constraints and conforming to the latest electrical standards.

Our project team is with you at every step of the manufacturing process, from drawing and machining to bespoke samples, enabling design consultants to deliver award winning projects around the world.

## DISTINCTIVE PRODUCTS

The final product and perfect finish require the very best of raw materials, from the finest brass to the most durable stainless steels, direct from the mills to our factory door. Focus SB's extensive in-house manufacturing and finishing expertise offers designers one of the widest ranging product and finish collections. Unique in our industry, this enables us to produce bespoke metal grid front plates and components to match a variety of hospitality and smart home products, offering our customers superior project design and finish continuity detail.

## QUALITY

At Focus SB quality is at the heart of what we do and is embedded in every aspect of the business from our employees through to delivered products. We have implemented a robust quality management system achieving ISO 9001:2015 accreditation, ensuring we consistently meet international standards and customer expectations of the Focus SB brand.

## A HISTORIC FIRST

Global market leader, we made history in our industry in 2017 when we became the first and only British and European manufacturer to gain CQC factory accreditation to supply and sell wiring accessories directly from Europe to China, also gaining full CCC license for all of our products for the Chinese marketplace.



*Our products are manufactured using a blend of traditional artisan crafts combined with cutting edge technology, complemented by years of in-house experience*

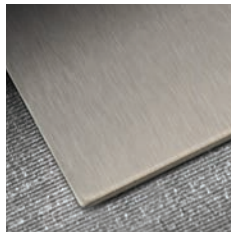


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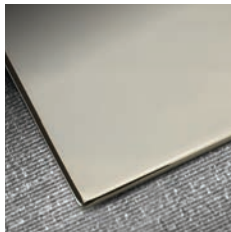
*Please click on the listings above to be taken direct to the corresponding page.*

BRUSHED METAL



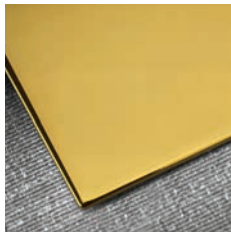
Satin stainless steel

POLISHED METAL



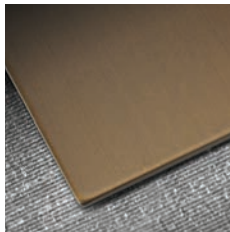
Polished stainless steel

BRASS



Polished brass  
(lacquered or unlacquered)

BRONZE

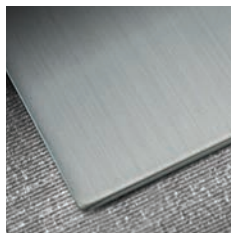


Bronze antique

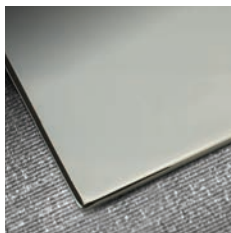
COLOURED



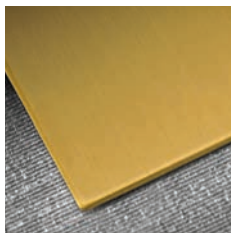
Matt white\*



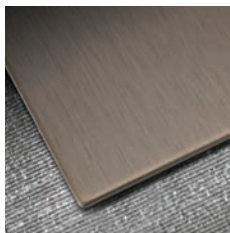
Satin chrome



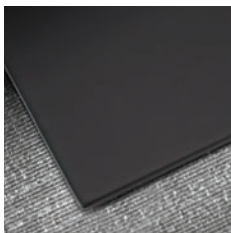
Polished chrome



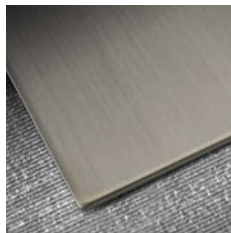
Satin brass



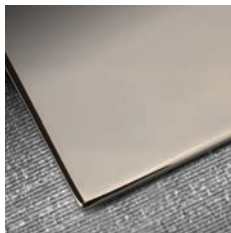
Bronze satin stainless\*



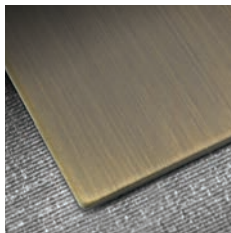
Matt black\*



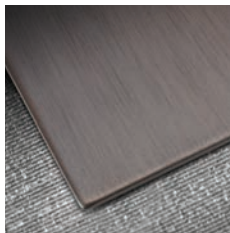
Satin nickel



Polished nickel



Antique brass



Chocolate bronze



Paintable/primed\*

CUSTOM FINISHES



CUSTOM  
DESIGNED  
BY YOU

LASER MARKING AVAILABLE



Jordan bronze



Colour coated\*  
in your chosen colour

All finishes shown are a representation only and may vary due to printing processes.

\* Switch colour matching / finish variations:

**Rocker switches:** matt black / white, colour coated and Bronze satin stainless faceplates are supplied with black or white plastic rockers as standard.

**Push button (bell push) switches:** matt black / white and colour coated faceplates are supplied with a metal button finished in satin chrome as standard.

**Toggle switches:** matt black / white and colour coated faceplates are supplied with metal toggles finished in satin chrome as standard.

(Other metal finish options are available.)

# FINISHES BY FOCUS SB

The Focus SB premium electrical accessories brand is known for its unrivalled bespoke design and finish solutions and in-house services tailored to design consultants the world over.

Our finishes enhance superior products with trimless design featuring crisp edges and clean lines, offering more metal plate with less plastic trim.

We offer electrophoretic lacquering of polished brass plates providing durability and a hard wearing finish, ensuring our products keep their appearance over time, and are one of the only UK manufacturers able to match rocker and toggle switches to faceplate finishes.

## ABOUT OUR FINISHES

Focus SB's distinctive switch faceplates and socket outlets are finished by hand, with many of our processes still involving a high level of human contact directly with the components throughout the manufacturing journey, from raw material to the final assembly.

Offering one of the widest ranging and highest quality finishes portfolios internationally we manufacture all of our own internal switch and socket components with much of our press tooling designed and made by our experienced in-house mechanical engineers. This allows us to customise finishes for push button (bell push / rotary dimmer), toggle and rocker switches, particularly useful when 'hotel style' combination plates require lighting and power elements to be built into one unit.

The more common finishes are produced by immersing faceplates in different tanks of electrophoretic coatings. These faceplates will have been prepared, jigged and degreased by hand. The final baking stage cures the finish, resulting in a tough, durable coating. To inject new features and update wiring accessories in older buildings we use a mixture of chemical and mechanical techniques to age the brass material and then protect it with a coat of clear lacquer.

The introduction of our robotic satining and polishing plant enables us to offer matching switch caps to complement faceplate finishes. These are prepared to a very high degree of accuracy time after time, to ensure the component is an exact fit in the final product.

Working with some of the industry's leading home automation and security specialists we can offer continuity of finish throughout your project by matching their controls with our accessories. Unique to Focus SB we offer an in-house custom finishes service for designers requiring bespoke variants of our standard finishes.

Discover more about our bespoke services and manufacturing processes by watching our *Focus SB Manufacturing Journey video*.

To order a sample swatch  
please call +44(0)1424 858060 or  
Contact us via our website.

# STANDARD FINISHES

## PLATED FINISHES

With an industrial appearance our plated polished and satin chrome finishes are hard wearing and offer ease of cleaning. Offering a warmer tone, choose stylish satin or polished nickel for a more contemporary look.

## LIVING FINISHES

Bronze finishes and unlacquered brass are commonly referred to as 'living finishes' due to the nature of the chemical process and the continuing reaction of the finish to the natural environment and general handling in the normal course of use.

This means that the finish will change over time giving that authentic 'ageing' effect and individual character to the plate. Whilst we can protect products with various lacquers, a living finish is sometimes specified where the product is allowed to develop a patina over time to match other hardware such as door furniture.

Matching new plates to a 'living finish' previously supplied will not be exact, with no two plates the same.

## PAINTABLE/PRIMED

Paintable light switch and socket outlet faceplates are supplied with a white primer coating. Whilst some customers prefer to leave this as their final finish, it is designed to be lightly 'keyed' and painted on site to customer specification before final fitting. The primed surface needs to be keyed sufficiently to allow the paint to adhere properly, for this we would recommend 800 grit paper.

We use an electrophoretic coating (electropainting) as a primer, suitable for applying a top coat of most types of common paint in accordance with the manufacturer's recommendations. However, we would recommend an acrylic based paint as the finish will only be as durable as the type of paint used. Please note that some paint manufacturers may recommend their own brand of primer or undercoat is used.

Our paintable/primed finish is available for our Ambassador, Horizon and True Edge faceplate styles. The Morpheus semi-raised screwless faceplate or any bespoke wall plate manufactured by us can also be supplied in a primed finish by special order.

## COLOUR COATED

We offer a range of painted finishes to the customer's specification. To ensure that all faceplates are consistent, the order must be supplied in one batch (differences in shade can vary from batch to batch).

It should also be noted that a specific colour shade can look slightly different when applied to different base materials and shapes.

With over 390 European standard colours in stock our in-house paint shop enables us to spray faceplates to RAL, Pantone or BS samples\*. Faceplates are supplied with nickel screws if spray painted in-house.

*\*Non-stocked colours carry an additional surcharge. Please call the sales office on +44 (0)1424 858060 for up to date pricing.*





*Many of our processes still involve a high level of human contact directly with the components throughout the manufacturing journey, from raw material to the final assembly*





*Prism light switch faceplate paired with paintable/primed double USB switched socket and an unswitched lamp socket*



## PAIR PRISM WITH PAINTABLE

We recommend partnering paintable power socket outlets with clear acrylic Prism light switch faceplates for discreet or decorative wallcovering solutions.

Prism is offered with a choice of light switches and dimmers which can be custom finished to match interior details, electrical accessories, fixtures and fittings.

Quality paintable/primed metal switched and unswitched socket outlets, electrical blanking plates and custom back boxes for wall surface mount in heritage property installations are supplied ready for a top coat of paint to be applied on site, enabling designers to create a perfect match or a striking contrast to wallcoverings.

# NATURE INSPIRED

Seeking out the challenging and unusual, our research and development design team works closely with selected niche specialists to offer limited-edition finishes as featured in our distinctive 'Nature Inspired' collection, showcasing the launch of five liquid metal finishes in 2020.

This exciting debut collection is inspired by materials in the natural environment, with an approach to new finishes not usually considered by a relatively conservative and mature product sector.



Morning

Afternoon

Evening

All Off

*Lutron Palladiom bespoke keypad faceplate with aged bronze tree bark liquid metal finish, Nature Inspired collection*





*Aged brass tree bark*



*Aged bronze tree bark*



*Antique nickel silver*



*Brompton black bronze*



*Pitted gold brass*

# LIQUID METAL

Discover five striking liquid metal faceplate finishes developed in partnership with Anka Bespoke, the first in our innovative 'Nature Inspired' collection.

Applied by hand and emulating the beauty found in the textures and patterns of tree bark, cork and aged metal, the eye-catching finishes were created as a direct response to growing demand from interior designers for unique aesthetics for electrical accessories, enabling greater flexibility to match with interior finish details. The finishes uniquely offer a tactile experience not usually associated with switches and sockets, and are only available for Focus SB's products.

The liquid metal finishes are also available for finishing Lutron's raw brass faceplate kit for its HomeWorks QS Wired Palladiom bespoke keypads in an exclusive collaboration with Focus SB.



*Horizon Classic featuring four Contemporary centre off retractable toggle switches, finished in antique brass.  
Image copyright Layzell Architects*



# PRODUCTS

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*Sheraton shaver socket polished chrome finish, Corinthia Hotel London. Unique custom bronze finishes were specified throughout the hotel including the London, Garden and River Suites and Espa Life spa, featuring bespoke bed head panels, matching metal cover plates for bedroom media centres as well as bespoke designed 'do not disturb' units with external bell pushes for G.A Group. Image copyright Corinthia Hotel*

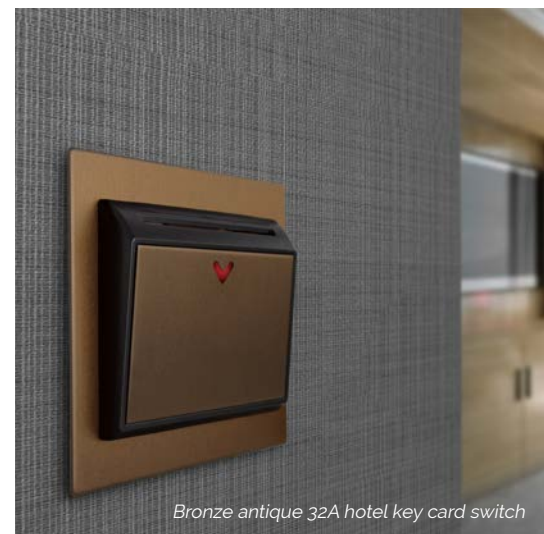
# HOSPITALITY

Experienced in designing and manufacturing bespoke products for hospitality interiors, our beautifully finished matching electrical accessories can be found complementing the opulent decor of guest suites and facilities of top luxury hotels and residences, VIP airport lounges and exclusive golf and spa resorts around the world.

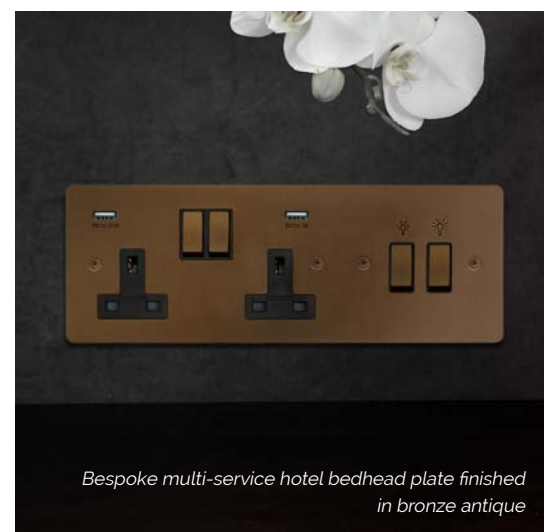
Focus SB's multi-service combination plates allow for functions such as lighting, music, TV and do not disturb (dnd) systems to be controlled from one wall plate usually beside the bed headboard, adding extra convenience for hotel guests.

Specialists in design and finish continuity, bespoke internal and corridor dnd housing units, 32amp key card entry switches and multi-service hotel bedhead plates can be made to specification, with finish options including polished or satin finishes in chrome, nickel, stainless steel or brass and bronze, enabling designers to complement interior fixtures and fittings throughout.

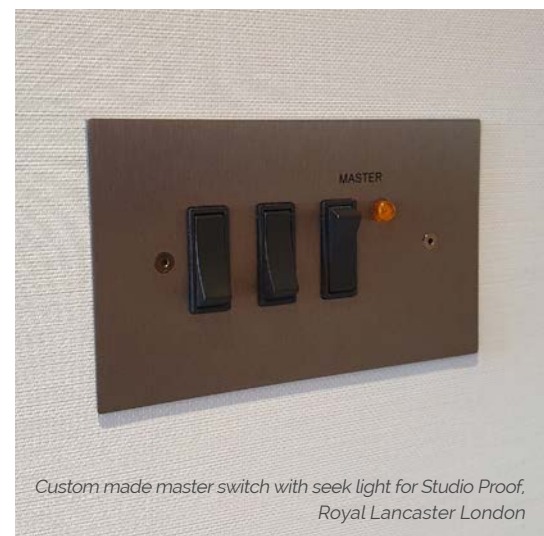
Our in-house laser marking service offers finely detailed custom text and brand iconography for a complete project solution.



*Bronze antique 32A hotel key card switch*



*Bespoke multi-service hotel bedhead plate finished in bronze antique*



*Custom made master switch with seek light for Studio Proof, Royal Lancaster London*





*Bespoke Lutron Palladiom single column keypad faceplate finished in Jordan bronze*

# SMART HOME INTEGRATION

Focus SB's retractive (momentary action) range of toggle, push button and rocker switches can be used with fully automated lighting, curtain, blind and shutter operating systems offered by most other controls manufacturers including Control4, Dali, KNX, Lutron and Rako via an interface or bespoke cover plates. Control systems monitor the state of the switch as programmed by the smart home integrator or electrical contractor, enabling the user to control functions using retractive switches such as lighting and shading as desired. We also manufacture cover plates suitable for Daikin HVAC controls.

We partner and develop products with specialist prime residential technology system integrators to provide harmonious design and finish detail solutions. Our unrivalled in-house finishing service enables design consultants and specifiers to seamlessly match finishes across multiple electrical accessories from switches and sockets to home cinema, media room and security products.

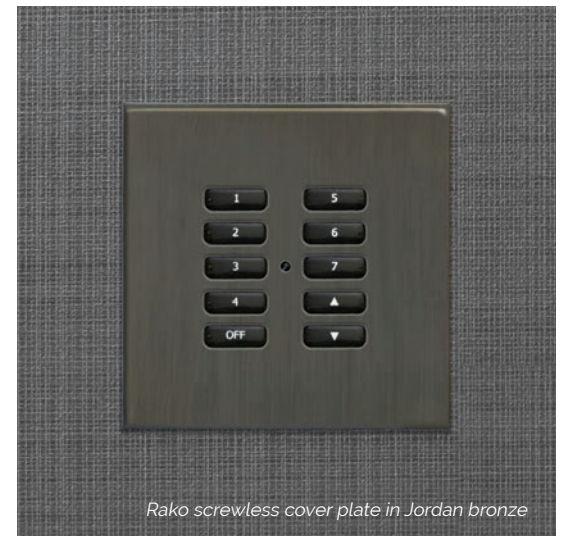
## KEYPAD FACEPLATES

Lighting controls specialist Rako chose us to supply its range of screwless cover plates in 2017, selecting Morpheus for its sleek, stylish design and our extensive range of finishes.

In collaboration with Focus SB, Lutron added a raw brass faceplate kit for its HomeWorks QS Wired Palladiom keypads in 2020. Embracing the art of custom finishing, bespoke one or two column square style keypads are available in raw brass kits with white or black polymer buttons via Lutron.

## SECURITY

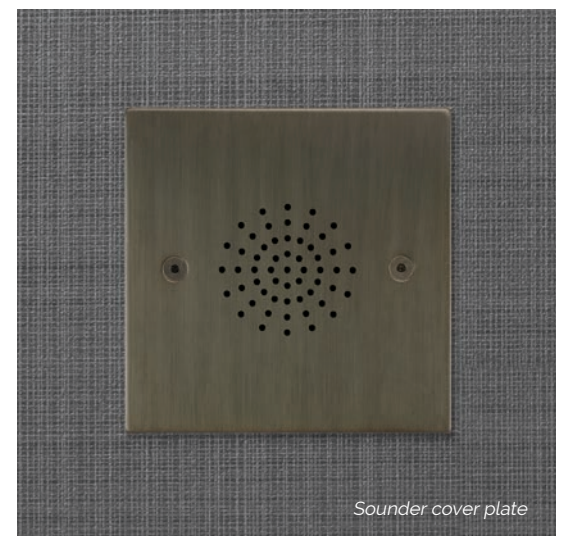
Our high quality metal flush mounted panic alarm button fits in a standard back box and can be manufactured and finished to complement light switch and socket outlet faceplate styles. We also manufacture and finish bespoke metal sounder cover plates to match the electrical accessories specified throughout your project so you don't have to compromise on appearance.



*Rako screwless cover plate in Jordan bronze*



*Panic alarm button*



*Sounder cover plate*





*Contemporary toggle. True Edge faceplate shown with latching push button grid switch, architrave faceplate finished in satin brass*



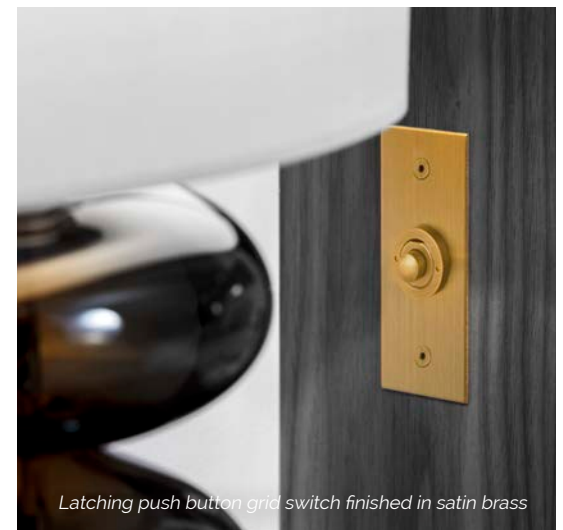
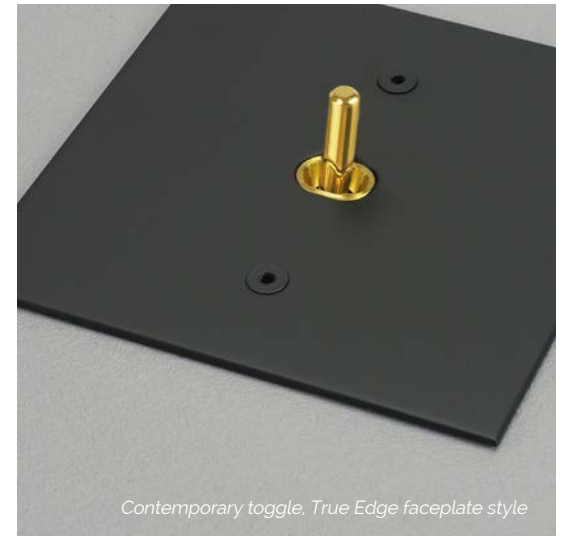
# LIGHT SWITCHES & DIMMING

A range of stunning metal switches can be finished in-house, matched to complement or contrast with your chosen faceplate style. Different switch types can be used on one plate to create bespoke solutions. Functional as well as beautiful, our switches, grids and cover plates can be ordered pre-assembled or as separate components. This gives your customers the flexibility to choose light switches as rocker, toggle or push button (bell push / rotary dimmer) irrespective of whether they have conventional on/off lighting, inline dimming or lighting control.

Exclusive to Focus SB, our latching push button can be used to replace any conventional light switch up to the rating of 6AX (rocker or toggle), or as a retractive (momentary action) switch for use with third party home automation controls / inline dimming (also suitable for use as a doorbell).

One of the latest additions to our ever growing product family is our sleek Contemporary toggle switch. With its clean and simple stalk and removal of the fixing ring to give a modern twist to a traditional design, the Contemporary toggle switch can be paired with our guillotined True Edge and Ambassador/Horizon Square faceplate styles as standard.

Established and proven in the market, we launched the only fully certified double throw centre off retractive toggle grid switch suitable for use with mains voltage in the UK in 2017.





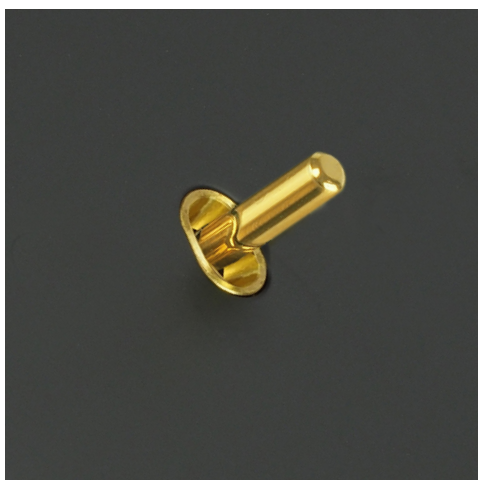
*Ambassador (trimmed) rocker switch*



*Horizon (trimless) rocker switch*



*Toggle switch (faceplate styles screwless as standard)*



*Double throw centre off retractive Contemporary toggle  
(available as standard with True Edge,  
Ambassador/Horizon Square faceplate styles)*



*Rotary dimmer switch*



*Push button / bell push  
(faceplate styles screwless as standard)*

# SWITCH OPTIONS

Focus SB's stylish switch options give your customers the flexibility to choose matching or contrasting light switches as rocker, toggle or push button (bell push / rotary dimmer), irrespective of whether they have conventional on/off lighting, inline dimming or lighting/shading control functionality.

## ROCKER & TOGGLE

### 2 WAY ON/OFF

Can be wired as a 1 way switch to control one lighting circuit from one location. Two light switches can be wired as 2 way to control one lighting circuit in two locations such as hallway and landing.

### DOUBLE POLE

Switching 2 poles of a single circuit, enabling local isolation from supply for safe maintenance of certain products e.g. socket behind a fridge or cooker.

### INTERMEDIATE

Intermediates are used where there are three or more lighting points required to control the same circuit.

### DOUBLE THROW CENTRE OFF LATCHING

Typically used to switch between on/off/ auto, such as a lighting circuit with a daylight sensor. Suitable for use with third party home automation controls, inline dimming and do not disturb (dnd) hotel guest room systems.

### RETRACTIVE SWITCHES FOR INLINE DIMMING

Single throw spring back retractive for inline dimming (retractive with normally open and normally closed contacts). Check with your dimmer system manufacturer to determine compatibility.\*

### IN-LINE DIMMER PACK

\* Requires in-line dimmer pack



### CENTRE OFF RETRACTIVE

Double throw centre off retractive grid switch for inline dimming (centre off, push up to make, push down to make). Certain inline dimmers and lighting controls systems can work more intuitively with a double throw centre off retractive switch which springs back to the middle.

Our centre off retractive toggle and rocker switches will work with other manufacturers' inline dimmers.\*

## ROTARY DIMMERS

### LEADING EDGE

Leading-edge dimmers have been the main dimmer type for decades in the UK and offer an affordable dimmer solution. Leading-edge dimmers are suitable for resistive loads (incandescent bulbs) and inductive loads (magnetic low-voltage transformers). Some manufacturers of LED drivers do make them leading-edge compatible.

Focus SB's leading-edge dimmer employs advanced Zero Cross technology which makes it compatible with a wider range of LEDs than a standard leading-edge dimmer, however compatibility must always be checked.

### INTELLIGENT LOAD DETECTION

Universal dimmers with auto load detection have the ability to switch between trailing-edge and leading-edge modes. **Trailing-edge dimmers** are suitable for resistive loads (incandescent bulbs) and capacitive loads (LED drivers, electronic low-voltage transformers).

The intelligent LED dimmer by Focus SB is the go to choice for LED dimming, it may be slightly more expensive than our leading-edge dimmer but eliminates the compatibility issues.

### 1-10V CONTROLLER

Some LED drivers and dimmable fluorescent ballasts have built in dimmers. A common technology used in this type of driver is 1-10V. As the dimmer is built into the driver the dimmer and driver are matched giving smooth flicker free dimming.

Focus SB's 1-10v controller sits on the wall and looks like a dimmer and sends a signal to the driver to dim. It also has a push on off function that can be used to turn the lights off completely.

### 2 WAY ON/OFF

This is a conventional 2 way push button light switch; however, it mimics the style of a rotary dimmer. These can be used whenever there are dimmable and non-dimming circuits in the same room or even same switch plate to keep continuity of style. Alternatively, they can be used on any conventional switched circuit where the style of a rotary dimmer is preferred.

### INTERMEDIATE ON/OFF

As with the 2 way on/off but with intermediate functionality.

## PUSH BUTTON

Push button (bell push) switches, grids and cover plates can be ordered preassembled or as separate components.

### LATCHING

Focus SB's latching push button switch is the only one of its kind on the market that can be used to replace any conventional on/off light switches (rocker or toggle) up to the rating of 6AX.

### RETRACTIVE

Our retractive (momentary action) push button switch is suitable for use with third party home automation controls / inline dimming (rating 6A) and also for use as a doorbell.



*Four gang Euro plate with quad, HDMI & data outlets, data outlet plate, brush plate finished in satin chrome*

# AV & DATA

Focus SB manufactures a comprehensive range of Euro modules and grid plates, including USB type A & C charger, data, TV and satellite, telephone and audio for bespoke HDMI multimedia and AV wall plates.

As an alternative to AV connection plates, brush faceplates are available in different sizes with white or black brushes where routing multiple cables is required.

Our range of 1-4 module Euromod grids and plates offers design consultants the flexibility to mix a range of power or data/AV options, or the addition of international power modules. Custom back boxes can be manufactured to suit.

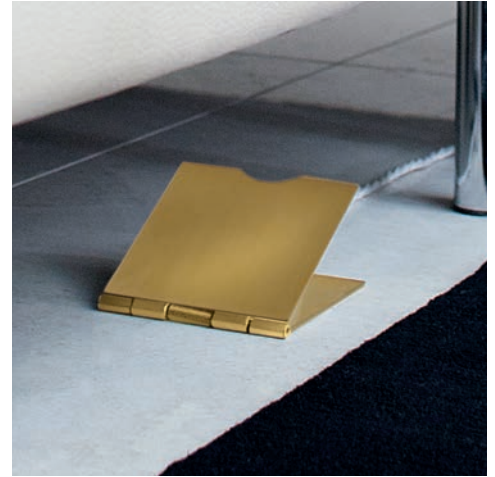




*13 amp sockets*



*USB socket*



*Hinged floor socket*



*Shaver socket*



*Surface mounted wall boxes*



*Unswitched 5A socket*



# SOCKET OUTLETS & POWER

Choose from a comprehensive range of socket outlets and fused connection units including hinged floor sockets, shaver and toothbrush sockets, kitchen cooker units and sockets with USB ports, finished to your specification. Our 45A switches suit installations where higher current ratings are required.

All Focus SB's single and double sockets are double pole other than USBs. Custom wall mount electrical back boxes can be manufactured to suit bespoke requirements.

## Products include:

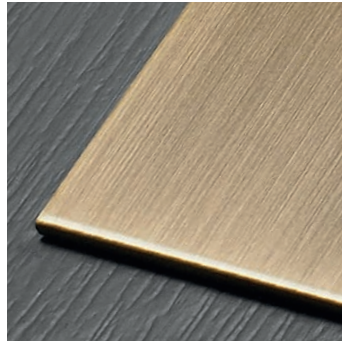
- 13 amp sockets
- Blank plates
- Cooker control units - 45A switches
- Fan isolator switch
- Fused connection unit
- Hinged floor sockets
- Shaver sockets
- Unswitched 5A and 2A sockets
- USB sockets
- Wall boxes



*Our quality metal plates are prepared, jigged and degreased by hand*

# FACEPLATE STYLES

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## TRUE EDGE

Minimalist in style, our signature True Edge design is guillotined by hand for the sharpest edges and corners on the market.

- Secondary fix
- Guillotined edges
- Countersunk hex head screws
- Matching trimmed switches\*
- Contemporary toggle available as standard
- Matching dual amperage USB sockets available
- Available with white or black inserts

**\* Switch colour matching / finish variations:**

**Rocker switches:** matt black / white, colour coated and Bronze satin stainless faceplates are supplied with black or white plastic rockers as standard.

**Push button (bell push) switches:** matt black / white and colour coated faceplates are supplied with a metal button finished in satin chrome as standard.

**Toggle switches:** matt black / white and colour coated faceplates are supplied with metal toggles finished in satin chrome as standard.

(Other metal finish options are available.)





*True Edge in antique brass with Contemporary toggle grid switch*





## AMBASSADOR CLASSIC

A white or black trim beautifully frames the matching switches, whilst rounded plate corners gently soften. With bespoke precision machined countersunk hex head screws.

- Secondary fix
- Radius corners
- Countersunk hex head screws
- Matching switches\*
- Matching dual amperage USB sockets available
- Toggle and push button grid switches feature screwless plates as standard

**\* Switch colour matching / finish variations:**

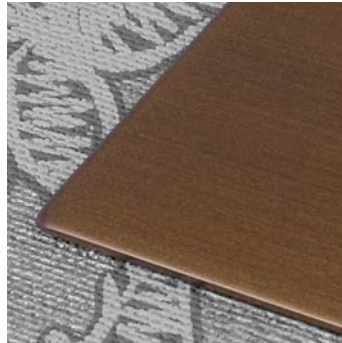
**Rocker switches:** matt black / white, colour coated and Bronze satin stainless faceplates are supplied with black or white plastic rockers as standard.

**Push button (bell push) switches:** matt black / white and colour coated faceplates are supplied with a metal button finished in satin chrome as standard.

**Toggle switches:** matt black / white and colour coated faceplates are supplied with metal toggles finished in satin chrome as standard.

(Other metal finish options are available.)





## AMBASSADOR SQUARE

Crisp, stylish and modern, Ambassador Square will give your projects that extra edge. Characteristics include matching switches and bespoke precision machined countersunk hex head screws.

- Secondary fix
- Square corners
- Countersunk hex head screws
- Matching switches\*
- Contemporary toggle available as standard
- Matching dual amperage USB sockets available
- Available with white or black inserts
- Toggle and push button grid switches feature screwless plates as standard

**\* Switch colour matching / finish variations:**

**Rocker switches:** matt black / white, colour coated and Bronze satin stainless faceplates are supplied with black or white plastic rockers as standard.

**Push button (bell push) switches:** matt black / white and colour coated faceplates are supplied with a metal button finished in satin chrome as standard.

**Toggle switches:** matt black / white and colour coated faceplates are supplied with metal toggles finished in satin chrome as standard.

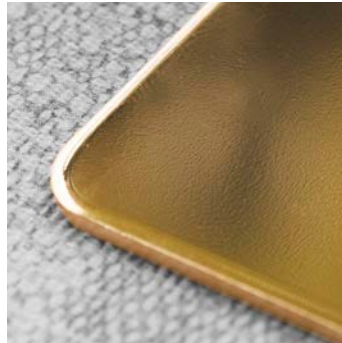
(Other metal finish options are available.)





*Ambassador Square in bronze antique*





## HORIZON CLASSIC

A cool, curvaceous and contemporary flat plate with trimless switches that match the plate finish, complete with matching bespoke precision machined countersunk hex head screws.

- Secondary fix
- Radius corners
- Countersunk hex head screws
- Matching switches\*
- Matching dual amperage USB sockets available
- Available with white or black inserts
- Toggle and push button grid switches feature screwless plates as standard

**\* Switch colour matching / finish variations:**

**Rocker switches:** matt black / white, colour coated and Bronze satin stainless faceplates are supplied with black or white plastic rockers as standard.

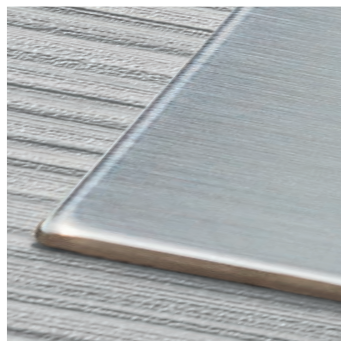
**Push button (bell push) switches:** matt black / white and colour coated faceplates are supplied with a metal button finished in satin chrome as standard.

**Toggle switches:** matt black / white and colour coated faceplates are supplied with metal toggles finished in satin chrome as standard.

(Other metal finish options are available.)



*Horizon Classic in polished brass*



## HORIZON SQUARE

It's good to be square. All the great features of the Horizon Classic style but with square corners for a contemporary edge.

- Secondary fix
- Square corners
- Countersunk hex head screws
- Matching trimless switches\*
- Contemporary toggle available as standard
- Matching dual amperage USB sockets available
- Available with white or black inserts
- Toggle and push button grid switches feature screwless plates as standard

**\* Switch colour matching / finish variations:**

**Rocker switches:** matt black / white, colour coated and Bronze satin stainless faceplates are supplied with black or white plastic rockers as standard.

**Push button (bell push) switches:** matt black / white and colour coated faceplates are supplied with a metal button finished in satin chrome as standard.

**Toggle switches:** matt black / white and colour coated faceplates are supplied with metal toggles finished in satin chrome as standard.

(Other metal finish options are available.)





Horizon Square in satin chrome





## BELGRAVIA

Belgravia elegantly fuses the decorative stepped edge of Sheraton with the sleek screwless design of Morpheus for the ultimate in stylish interior finish detail.

- Stepped edge design
- Screwless
- Matching trimless switches\*
- Matching dual amperage USB sockets available
- Secondary fix
- Available with white or black inserts

**\* Switch colour matching / finish variations:**

**Rocker switches:** matt black / white and colour coated faceplates are supplied with black or white plastic rockers as standard.

**Push button (bell push) switches:** matt black / white and colour coated faceplates are supplied with a metal button finished in satin chrome as standard.

**Toggle switches:** matt black / white and colour coated faceplates are supplied with metal toggles finished in satin chrome as standard.

(Other metal finish options are available.)

**Faceplate finish variations:**

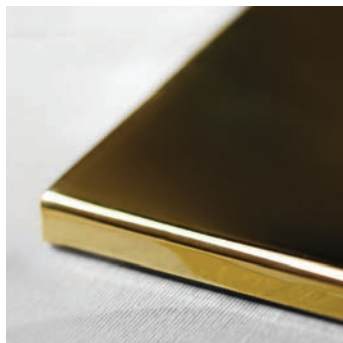
Bronze satin stainless, primed, satin and polished stainless steel finishes are unavailable.





*Belgravia, screwless stepped edge design custom finished with contrasting metal rocker switch*





## MORPHEUS

Morpheus offers a smooth low profile screwless design that will give you a finish as sleek as your interior.

- Semi raised plate
- Screwless
- Matching switches\*
- Matching dual amperage USB sockets available
- 'Ambassador' style 'trimmed' inserts are supplied as standard
- Secondary fix
- Available with white or black inserts

In 2017 Morpheus was selected by Rako to complement its lighting controls for exceptional finish detail.

**\* Switch colour matching / finish variations:**

**Rocker switches:** matt black / white, colour coated and Bronze satin stainless faceplates are supplied with black or white plastic rockers as standard.

**Push button (bell push) switches:** matt black / white and colour coated faceplates are supplied with a metal button finished in satin chrome as standard.

**Toggle switches:** matt black / white and colour coated faceplates are supplied with metal toggles finished in satin chrome as standard.

(Other metal finish options are available.)



*Morpheus in polished brass*





## SHERATON

Step up to the Sheraton style, with its unique stepped edge design that is able to complement both contemporary and heritage interiors.

- Stepped edge design
- Slotted screws
- Matching trimless switches\*
- Matching dual amperage USB sockets available
- Plate fix
- Available with white or black inserts
- Toggle and push button grid switches feature screwless plates as standard

### **Switch colour matching / finish variations:**

**Rocker switches:** matt black / white and colour coated faceplates are supplied with black or white plastic rockers as standard.

**Push button (bell push) switches:** matt black / white and colour coated faceplates are supplied with a metal button finished in satin chrome as standard.

**Toggle switches:** matt black / white and colour coated faceplates are supplied with metal toggles finished in satin chrome as standard.

(Other metal finish options are available.)

### **Faceplate finish variations:**

Bronze satin stainless, primed, satin and polished stainless steel finishes are unavailable.





## GEORGIAN

Classical elegance, the Georgian style features a rich, rope edged design that sits well in traditional interiors.

- Rope edged design
- Slotted screws
- Matching trimless switches\*
- Matching dual amperage USB sockets available
- Plate fix
- Available with white or black inserts
- Toggle and push button grid switches feature screwless plates as standard

**\* Switch colour matching / finish variations:**

**Rocker switches:** matt black / white and colour coated faceplates are supplied with black or white plastic rockers as standard.

**Push button (bell push) switches:** matt black / white and colour coated faceplates are supplied with a metal button finished in satin chrome as standard.

**Toggle switches:** matt black / white and colour coated faceplates are supplied with metal toggles finished in satin chrome as standard.

(Other metal finish options are available.)

**Faceplate finish variations:**

Bronze satin stainless, primed, satin and polished stainless steel finishes are unavailable.





Georgian in polished brass





## VICTORIAN

A sleek raised plate design. The understated elegance of the Victorian faceplate style will suit a wealth of interiors.

- Raised plain edge
- Slotted screws
- Matching trimless switches\*
- Matching dual amperage USB sockets available
- Perfect for installation on uneven walls
- Plate fix
- Available with white or black inserts
- Toggle and push button grid switches feature screwless plates as standard

**\* Switch colour matching / finish variations:**

**Rocker switches:** matt black / white and colour coated faceplates are supplied with black or white plastic rockers as standard.

**Push button (bell push) switches:** matt black / white and colour coated faceplates are supplied with a metal button finished in satin chrome as standard.

**Toggle switches:** matt black / white and colour coated faceplates are supplied with metal toggles finished in satin chrome as standard.

*(Other metal finish options are available.)*

**Faceplate finish variations:**

*Bronze satin stainless, primed, satin and polished stainless steel finishes are unavailable.*



*Victorian in polished nickel*



## PRISM

Make your light switches almost disappear with our clear faceplate Prism. This is a high quality accessory that sits discreetly in an interior.

- Acrylic thermoplastic flat faceplate
- Bevelled and flame polished edge
- Secondary fix
- Supplied with a template for fitting
- Ambassador style 'trimmed' rocker switches are supplied as standard
- Pan head slotted screws
- Rotary dimmer, toggle and push button grid switches feature screwless plates as standard
- View installation video on *Focus SB's YouTube channel*





*Prism faceplate with polished brass toggle switches specified for Hannah Cecil Gurney's London home, wallcovering 'San Soucis' in gun metal dyed silk with hand embroidery by de Gournay  
Image courtesy of de Gournay*



# FACEPLATE STYLES AVAILABLE IN CHINA

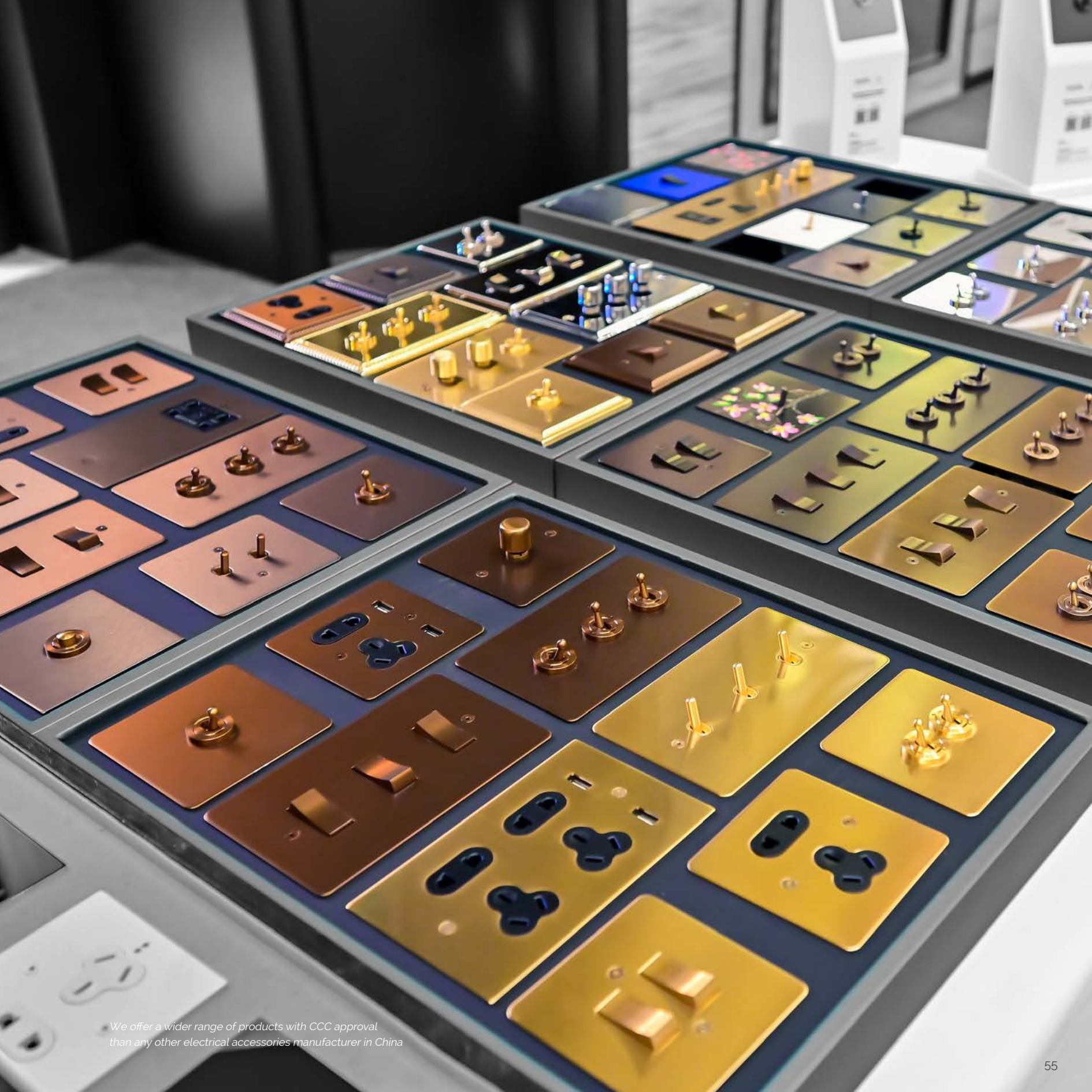
Focus SB's flagship showroom is located in the iconic Jin Mao Tower in Shanghai, and we have established 10 sub distributors and seven showrooms in Beijing, Hangzhou, Hong Kong, Shenzhen and Xiamen. Bespoke Prism light switch faceplates have been selected for display in VIP showrooms in Shanghai to complement furnishings and wallcoverings by luxury brands Savoir Beds and de Gournay.

Faceplate styles available in China include Horizon Classic, Horizon Square, Prism, Georgian, Sheraton, Victorian and the 'Kelly Hoppen by Focus SB' collection.

A range of our finishes, including our unique 'Nature Inspired' liquid metal collection, are available via Lutron for its HomeWorks QS Wired Palladiom raw brass faceplate kit, enabling designers to select stylish finish solutions for one and two column square style keypad faceplates.

Based in China, Kursel is the main distributor of Focus SB's products across Asia, including the following regions:

- China
- Hong Kong
- Macau
- Malaysia
- Philippines
- Singapore
- Taiwan



*We offer a wider range of products with CCC approval  
than any other electrical accessories manufacturer in China*



*"Interior fittings such as light switches and plug sockets are often not considered until the end of a project, but these details can add an extra touch and shouldn't be overlooked. I wanted to create something that would very much be part of the overall design, introducing jewellery-like details and alternative finishes. This collaboration with Focus SB introduces a new aesthetic to electrical fittings in a way we haven't previously seen."*

Kelly Hoppen CBE



# DESIGN COLLABORATIONS

Kelly Hoppen by Focus SB .....P 58-59

Focus SB Smoothie® .....P 60-61

# KELLY HOPPEN BY FOCUS SB

Launched in 2020 the 'Kelly Hoppen by Focus SB' collection is the first collection of electrical accessories designed by Kelly Hoppen and brings the celebrity interior designer's iconic style to the world of switches and sockets.

Available in the UK and China's luxury construction markets, the collection consists of five exquisite plate styles in a range of harmonious finishes comprising Corner, Dot, Fifty Fifty, Pinstripe and Plank.

*Please enquire for a brochure.*



*Plank finished in satin chrome, 'Kelly Hoppen by Focus SB'*



# FOCUS SB SMOOTHIE

Originally developed for a client in collaboration with architects and designers Spence Harris Hogan (SHH) for a project with Sizebreed Construction, the Focus SB Smoothie® wall mounting system was launched by us in 2014, introducing the first truly flush-mounted electrical faceplate for the UK market.

The Focus SB Smoothie® fits flush with the plaster for the ultimate discreet wiring solution.

- Flush-mounted electrical accessory
- Specially engineered mesh provides a firm key for the surrounding plaster
- Suitable for use with painted or wallpapered walls
- Supplied primed
- Available with white or black inserts
- Supplied complete with a bespoke back box



*Focus SB Smoothie® with bronze antique rocker switches*



*We offer comprehensive project support services due to the nature of our unique product offering*



# BESPOKE SERVICES

Combination plates .....P 64-65

Custom finishes .....P 66-67

Design & finish continuity .....P 68-69

Laser marking .....P 70-71

Project support .....P 72-73



*Bespoke multi-service combination plate and electrical accessories in a custom bronze finish specified by Studio Proof for Royal Lancaster London  
Image courtesy of Studio Proof*

# COMBINATION PLATES

Bespoke 'hotel style' multi-service combination plates give the flexibility to combine lighting and power elements in one electrical faceplate if required.

Specialists in designing for hospitality interiors, we manufacture combination plates for golf and leisure resorts, hotels and commercial projects in the UK, China and internationally. High quality, beautifully finished front plates can be ordered to include light and dimmer switches to complement interior style and decor, whilst the options to combine international sockets in Euro grid plates, with module inserts including TV, data and phone modules, gives versatility as to the final plate design, finish and functionality. Custom back boxes can be manufactured to suit, for ease of electrical installation.

Mix and match switch styles on one faceplate to suit your lighting requirements. For example, choose from standard rockers and toggles for simple on/off switching, combined with a retractive rocker, toggle or push button (bell push) for discreet momentary dimming functionality.



*Horizon Square bespoke in bronze satin stainless with satin brass switches*



*Horizon Square bespoke in polished chrome*



*True Edge bespoke faceplate in polished nickel with USB type A & C charger*



# CUSTOM FINISHES

In addition to offering one of the widest ranging and highest quality finishes portfolios in the UK we collaborate with designers enabling them to develop their own custom finishes based on our standard collection, for a bespoke design and finish solution across all electrical accessories specified.

Our process involves the designer providing a physical example of a finish via a piece of metal or ironmongery for us to match to. We assess this in-house and produce either one or a few sample finish options for the customer's approval and client design presentation. A master copy of the samples are also kept in-house for the designer's future reference.

Custom finishes for our electrical accessories designed by award winning international architects and interior designers can be found gracing the walls of multiple prestigious hotels and hospitality residences.

*"Focus SB were selected for the project on the basis of not just a great product with a good variety of finishes and reasonable cost, but also the company's readiness to support the development of 'specials' for the project throughout the design process, as well as offering us specialist finishes. They've also been really patient and supportive throughout."*

David Morris, Creative Director Studio Proof



*Bespoke Ambassador Square multi-service combination plates, light switches, socket outlets, temperature sensors, climate control cover plates, centre-off retractable blind controls and master switch with seek light were specified in a custom bronze finish by Studio Proof for Royal Lancaster London. Image courtesy of Studio Proof*





3-gang toggle light switch faceplate paired with paintable double socket, specified by SGS Design



# DESIGN & FINISH CONTINUITY

Our product consultants work closely with luxury hospitality and heritage building design consultants, major control system companies and fire and security specialists, enabling you to achieve unrivalled bespoke design and finish continuity throughout your project.

Unique product solutions for smart home integrators feature beautifully finished keypad faceplates for fully automated lighting and shading systems, the Focus SB panic alarm button and sounder cover plates, all of which can be matched to light switches, socket outlets (including hinged floor sockets) and bespoke 'hotel style' combination plates.

Hospitality designers choose us because we can manufacture and finish multiple electrical accessories to match, ranging from quality metal faceplates for guest room management systems such as internal and corridor do not disturb (DND) housing units and hotel key card switches through to bedhead multi-service combination plates.

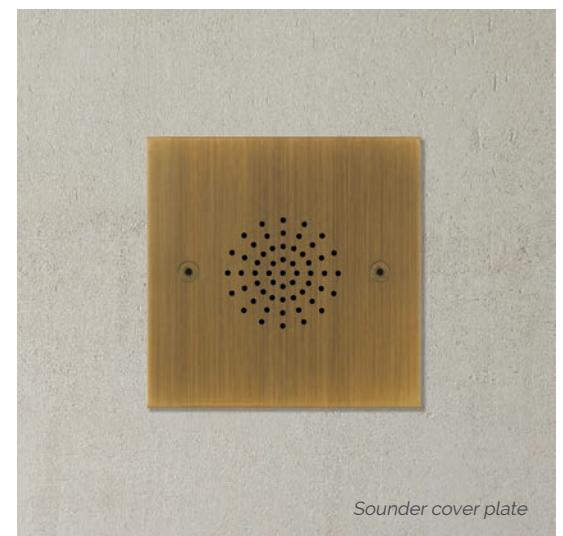
We can finish thermistor room sensor plates to match the thimble style component housing (thimble supplied to Focus SB for finishing), audio visual connections, HVAC plates compatible with Daikin controls and many other building management systems (BMS) products, as well as servicing unusual project requests such as the architectural decorative metal grilles we collaborated on for 'the world's best department store' in London.



*Lutron Palladiom keypad faceplate in antique brass*



*Panic alarm button*



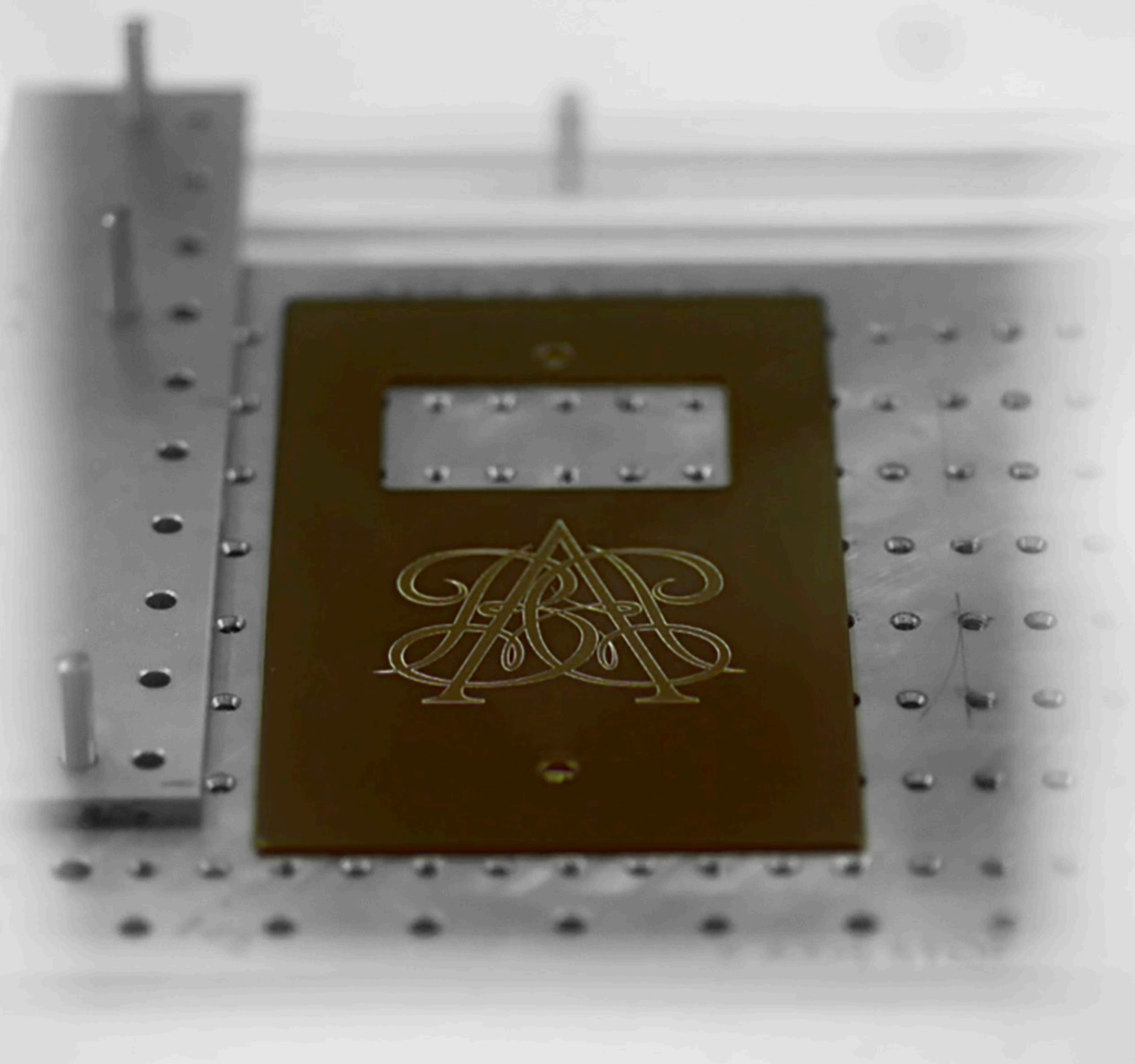
*Sounder cover plate*

# LASER MARKING

Focus SB's state of the art laser marking service enhances our extensive in-house finishing services.

Our laser marking service enables design consultants to add finely detailed brand identity iconography or custom text to elegant hotel guest room plates and internal corporate signage. Laser marking offers the ultimate solution for labelling multi-gang grid or bespoke audio visual and multimedia plates helping clients identify which switch or power outlet corresponds to multiple functions or voltage options.

Laser marking is extremely efficient and environmentally friendly as it produces virtually no waste and does not require any additional consumables.



*In-house laser marking for finely detailed custom text and iconography*





#### Close study

The stepped design allowed each opening to be the same height as the other, creating a uniform facade. A longline perforated metal screen was installed to provide a consistent look and feel across the entire facade. The stepped design also allowed for a range of opening widths to be achieved, creating a variety of views and allowing the facade to be used in a variety of ways. The stepped design also allowed for a range of opening widths to be achieved, creating a variety of views and allowing the facade to be used in a variety of ways.



The building's facade is a prime example of modern architectural design, featuring a curved form and a series of vertical fins that create a rhythmic pattern. The building's design is a prime example of modern architectural design, featuring a curved form and a series of vertical fins that create a rhythmic pattern.

focus sb  
STEVE MOSS  
Sales and Marketing Manager  
Mobile: 07715 825843 | [steve@focus-sb.co.uk](mailto:steve@focus-sb.co.uk)

ANY  
RAL  
COLOUR  
AVAILABLE

PRISM

We offer design consultants a selection of free of charge samples representative of our faceplate styles and standard finishes

# PROJECT SUPPORT

Focus SB offers comprehensive design and consultancy services due to the nature of our unique product offering. Ours is one of the largest selections of products and finishes available in the electrical wiring accessories industry today.

We offer decorative switch and socket designs to suit different architectural styles ranging from traditional raised metal to contemporary low profile screwless faceplates, manufacturing our custom back boxes in-house.

With collections that never stand still, we are continually investing in new manufacturing techniques and the research and development of cutting edge new products and beautiful finishes.

## PRODUCT CONSULTANCY & SAMPLE SERVICES

Flexible services for design consultants include:

- Face to face product consultancy and in-house project management.
- Product presentations.
- Custom finish service.
- Specialist control systems cover plate integration for design and finish continuity throughout a project.

- A selection of free of charge samples representative of our faceplate styles and finishes.\*
- Full CAD design and manufacture of one-off custom samples for designer/client presentations.\*\*
- Custom made display boards for designer/client presentations, selected distributors and kitchen and bathroom design showrooms.
- Swatch folders containing sample finish choices.

## CUSTOMER RELATIONS

Due to the often bespoke nature of our products and services, every order is tailored to the individual. From initial enquiry to booking product consultant appointments, through to manufacture and despatch, our experienced sales office team will support you through the complete order process.

Please **contact us** to arrange an appointment with a regional product consultant.

*\* Specific samples are manufactured from scratch and will be chargeable at the current trade price. A credit will be provided via return or upon receipt of an order.*

*\*\*Subject to a £250 charge fully refundable upon receipt of an order.*





Chelsea Barracks



# PROJECTS

Prime residential ..... P 76-77

Luxury hospitality ..... P 78-79

Heritage ..... P 80-81



*Horizon Square 3 gang faceplate and toggle switches finished in chocolate bronze*

# PRIME RESIDENTIAL

Our flexible design and manufacturing services enable design consultants to specify bespoke electrical accessories tailored to every prime residential interiors project.

It's possible to include different switch options on one plate to suit your lighting requirements. Choose from traditional on/off switching, rotary or retractive dimming options to alter the mood of an interior without the need for complicated lighting control installations if preferred.

We offer to match finishes and faceplate styles across multiple electrical accessories from security products through to keypad faceplates for lighting and shade controls, offering designers an unrivalled bespoke design and finish solution.

Prime residential projects include:

- Chelsea Barracks
- Knighton Place
- No.1 Grosvenor Square
- One Park Drive
- Royal Pavilion Poundbury
- The Glebe
- The Park Crescent



*Horizon Square in polished chrome specified for the Royal Pavilion, Poundbury*



*True Edge in satin chrome specified for Lansdowne House (former Lansdowne Studios)*



*Horizon Square in bronze antique*





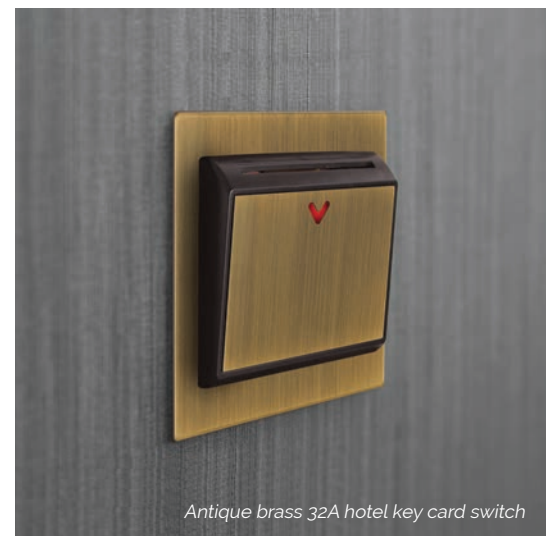
One Aldwych guest suite featuring Ambassador Square faceplate style in a bespoke satin brass finish  
Image courtesy of One Aldwych

# LUXURY HOSPITALITY

Experienced in designing and manufacturing bespoke products for hospitality interiors, our beautifully finished faceplates can be found complementing the opulent decor of guest suites and facilities of top luxury hotels and residences, VIP airport lounges and exclusive golf and spa resorts around the world.

Luxury hospitality projects include:

- Belmond Cadogan Hotel
- Burj Al Arab Jumeirah
- Chiltern Firehouse
- Corinthia London
- Gleneagles Hotel
- InterContinental London Park Lane
- One Aldwych
- One Blackfriars
- Royal Garden Hotel
- Royal Lancaster London
- The Carlton Tower Jumeirah
- The Londoner Macao
- The Mandrake, Fitzrovia
- The Ritz London
- The Standard London
- Twenty Grosvenor Square
- W London
- White City House (Soho House)



*Antique brass 32A hotel key card switch*



*Sheraton in custom brass finish for G.A Group,  
The Belmond Cadogan*



*Writer's Penthouse internal lift, Sheraton polished  
brass, image supplied by Corinthia Hotel London*



*Ambassador Classic bespoke in unlacquered polished brass*



# HERITAGE

Focus SB's switches and sockets adorn the walls of imposing royal residences, listed buildings and property renovations. We understand that electrical installations must conform to Building and Wiring Regulations and potentially other statutory requirements, as well as being sympathetic to the character of a heritage property.

Our ability to design purpose-built tooling to engineer plates for conservation projects, such as the Queen's State Apartments at Hampton Court Palace, combined with our flexible approach and expertise in manufacturing faceplates for heritage projects, has earned us an enviable reputation amongst project managers and contractors.

Working closely with specialists in the restoration of historic architecture and electrical installations in heritage buildings, we offer unrivalled project support services, products and finishing solutions.

## Heritage projects include:

- 22 Parkside (Rogers House)
- Hampton Court Palace
- Mayfair House (Grade II, John Caudwell)
- Stanmore Hall (Grade II\*)
- The Shire Hall (Grade I)
- Windsor Castle, The Queen's Private Apartments



*Paintable floor sockets fitted into the skirting at Hampton Court Palace*



*True Edge architrave switch in bronze antique*



*Ambassador Classic in bronze antique, Hampton Court Palace*



*Burj Al Arab Jumeirah*

# INTERNATIONAL

Introduction .....P 84-85

China .....P 86-87



# INTERNATIONAL

Focus SB has been established for over 40 years in East Sussex. During that time we've seen an increase in demand internationally for hand finished traditionally engineered electrical accessories made in Britain using only the highest quality raw materials.

Our beautifully finished collections can be seen adorning the walls of international royal and private hotel residences, exquisite guest suite interiors, airport luxury VIP lounges, prime residential properties and exclusive golf resorts and leisure facilities.



*'Kelly Hoppen by Focus SB' launched at Design Shanghai 2020*



An established UK exporter to West Africa, Malta and the Middle East, we made history in our industry in 2017 when we became the first and only British (and European) manufacturer to gain CQC factory accreditation to supply and sell wiring accessories directly from Europe to China, also gaining full CCC licence for all of our products for the Chinese marketplace.

Regional winners of Insider Media's Made In The South East Awards in 2018, we are proud members of the Made in Britain campaign and are actively involved in the HM Government Department for International Trade (DIT) Exporting is Great initiative, with our MD Gary Stevens accepting the role of DIT export champion for the South East UK in June 2020, in recognition of Focus SB's achievement in China.



*Bespoke keypad faceplates exhibited at Design Shanghai*



*Focus SB distributor showroom interior, Shanghai*



Focus SB's prestigious products are specified for major hospitality and private luxury residential projects across Asia.

## CHINA

We offer a wider range of products with CCC approval than any other electrical accessories manufacturer in China, and a superior collection of metal finishes unlike any others existing in the market today. Designers are attracted to the sustainability credentials of our quality metal products as opposed to the more commonly available plastic options.

Our products are launched at key design events for leading architects, interior designers, property developers and private buyers, including China International Import Expo (CIIE), Design Shanghai and Guangzhou Design Week.



*Horizon Classic 'trimless switch' faceplate style*





Luxury hospitality projects in China include:

- MGM Cotai
- Shanghai Pudong International Airport Satellite Hall VIP lounges
- Shanghai Hongqiao International Airport
- The Londoner Macao

Interior designers and architects wishing to arrange a showroom visit or product presentation please contact Sunny Chen or Stella Du at our main Asia distributor partner Kursel via WeChat QR codes at the end of the brochure.

We welcome enquiries from all around the world.



*Prism, selected by de Gournay for its VIP showrooms in Shanghai and Beirut. Image courtesy of de Gournay*



*Shanghai Pudong International Airport Satellite Hall*

# ENVIRONMENT

Focus SB is committed to reducing its carbon footprint by taking all appropriate measures to minimise any impact on the environment throughout the business, from operational to manufacturing processes.

The major initiatives include:

- The recycling of all of our chemicals from our lacquering plant through a specialist environmental cleaning company.
- We've introduced recyclable product packaging for all our standard products, replacing non recyclable cartons and polythene bags, drastically reducing our use of plastic.
- We have increased the number of product ranges/ finishes which use a fully biodegradable fibreweb bag. We have done this for two reasons, one to improve the protection of the product and secondly to reduce the amount of single use plastics in our packaging. We commit to increasing this across more of our ranges over time.
- Brass material supplied to us is made with up to 80% recycled material and is 100% recyclable.
- Our stainless steel waste is recycled through an authorised metal recycler.
- Waste acrylic material (Prism faceplate style) is recycled through a local waste collection business along with our waste cardboard, paper waste and metal cans.
- Waste paint from our spray shop is collected in a water extraction system and recycled.
- Waste Perchlorethylene from our degreaser is contained in a 100% enclosed loop system which is collected and recycled.
- Introduction of LED lighting into our factories.
- We implemented a paperless office initiative at the start of 2020.
- Where possible all brochures and printed items are printed on paper made from 100% sustainable sources and are bleach free.
- Investment in laser marking technology to offer as a standard alternative service to screen printing, for improved fine detail quality and to significantly limit the use of environmentally damaging consumables and reduce waste.
- Investment in corporate videos to showcase factory processes, products and project support services to reduce the necessity to travel.
- Wherever possible we will choose our supply chain partners from the local area, or at least within the UK.
- Participation in the Government Cycle to Work Scheme.
- We have a policy to move over to 100% electric/ hybrid vehicles as older vehicles are up for renewal, increasing efficiency and reducing emissions.
- We are installing electric vehicle charging points at our factories.





*Hastings Old Town viewed from Hastings Country Park*



+44 (0) 1424 858060 | [sales@focus-sb.co.uk](mailto:sales@focus-sb.co.uk) | [www.focus-sb.co.uk](http://www.focus-sb.co.uk)         

UK Head Office: Focus SB Ltd. Napier Road Castleham Industrial Estate St. Leonards-on-Sea East Sussex TN38 9NY



Asia enquiries Stella Du and  
Sunny Chen, Kursel Ltd

