

Press Release

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The new management team is focusing on the Hawa brand and is optimistic about the 2nd quarter of 2021

Ezequiel Di Claudio and Peter Möller have been running Hawa Sliding Solutions since January 1, 2021. At the same time, the technology and market leader for sliding solutions has begun selling its entire range under the “Hawa” brand name. The new CEOs expect the main markets to recover beginning in the second quarter of 2021. Asia in particular could develop dynamically.

January 1, 2021 marks an important date in the more than 50-year history of Hawa Sliding Solutions. Ezequiel Di Claudio and Peter Möller are the first CEOs at the top of the company who are not part of the owner and founding family Haab. However, as long-standing members of the management, they both know the brand, the partners, the employees – and above all: the customer needs. “We are striving for further development with continuity,” emphasizes the management duo.

“One of the success factors of Hawa Sliding Solutions is that we are never satisfied with the status quo. We question existing solutions and work on perfecting the sliding movement. We also want to offer more relevant service components,” says Ezequiel Di Claudio. “We would like to continue writing the success story of our company with passion. That is why we only see one place in the market for ourselves – that of the technological market leader,” adds Peter Möller.

Focus on a strong brand

At the same time as the management handover to Ezequiel Di Claudio and Peter Möller, Hawa Sliding Solutions is starting to sell all products under the brand name “Hawa”. The entire product range of the ECU brand is renamed Hawa. This means that all measures can be focused on one strong brand. “The clear brand structure simplifies communication and processes for our customers, partners, and our employees,” emphasizes Di Claudio: “The move releases resources that we can invest in our core competencies.”

Joiners/cabinet makers and architects can count on the Hawa brand as a seal of approval for uncompromising product quality. And they can look forward to groundbreaking innovative solutions. Hawa Sliding Solutions presented an integrated hinged door soft closing mechanism for the Hawa Concepta family back in November 2020. It allows not only comfortable, but recently also whisper-quiet space miracles and storage space solutions to be realized – and all without drill-in dampers.

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At the start with groundbreaking innovations

The fully automatic Hawa Frontslide 60 Matic sliding shutter with SMI drive is a world première. It intelligently regulates sunlight incidence and significantly improves the energy efficiency of a building. "Thanks to the SMI interface, 16 drives can be controlled with a single actuator. That saves space in the junction box," explains Möller.

In addition, Hawa Sliding Solutions has developed a new type of soft closing system. "It allows us to achieve the lowest opening forces, even with heavy doors up to 100 kilos. Since it works without mechanical parts, the fully accessible sliding door can be used for life," explains Möller.

Ready for digital appearances

In addition to product development, the new CEOs also want to make greater use of the opportunities offered by digitalization and promote the company's internationalization. "We want to make a digital appearance at the world's leading trade fair for furniture production and interior design, Interzum 2021," reveals Di Claudio. "This year, we want to provide our customers with a new digital platform so that we can work together more easily." Funds that have been saved due to cancelled trade fair appearances are being used to expand the digital offering.

The market offers a lot of potential

"Geographically, we have a lot of confidence in the Asian region this year," says Di Claudio. Despite Covid-19, he is cautiously optimistic: "Our main markets should recover in the second quarter of 2021." Expansion remains a topic in the global context.

Di Claudio and Möller are convinced that the market for sliding systems can still be expanded. "Sliding technology is not an end in itself. It is a key to rethinking spaces. That is why we want to provide even more inspiration to the world of architecture, for example." Möller clarifies In exchange with architects, designers, and construction experts, Hawa Sliding Solutions wants to proactively analyze social developments and trends and shape the quality of life of the future.

Former CEOs, Gregor and Heinz Haab, see their move to the board of directors as a "logical step". While trusted and experienced successors "from within" take care of the day-to-day business, the representatives of the owner families can focus on strategic issues.

Hawa Sliding Solutions is the technology and market leader for sliding solutions on buildings, in buildings and on furniture. More than 200 employees develop, produce and market sliding hardware at two production sites in Switzerland. The solutions are sold all over the world. More than 350 national and international patents attest to the company's innovative strength. It has been owned by the Haab family since it was founded more than 50 years ago.

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Picture information

The new CEOs of Hawa Sliding Solutions: Ezequiel Di Claudio and Peter Möller.



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