



50

**hwam**   
intelligent heat  
1973 - 2023

50 years of intelligent heat

**Loyal  
Responsible  
Trustworthy  
Respectful**



# CONTENTS

## FOREWORD

Thanks **5** 50 years in Hørning **7**

## OUR STORY

From dream to wood-burning stove **8** Meeting Anders C. Fasterholdt **8**  
Expansion and distribution **12** A small spring that makes a huge difference **13**  
Continued development and a new generation **14**  
Groundbreaking electronic control **16** Merger and partnership **17**

## CHOOSING HWAM

Danish design and production **21** Designers Sørig & Jacobsen **23**  
Selected HWAM-models over the years **26** Our employees **28**  
The benefits of an HWAM wood-burning stove **30**

## HOW YOUR STOVE IS MADE

Development **32** Tests **34** Machining department **36** Welding, grinding and  
cleaning **36** Raw oven depot and preassembly **38** Shotblasting and painting **38**  
Assembly and packaging **38**

## FACTS ABOUT HWAM A/S

Selected WIKING-models over the years **40** The WIKING brand **40**  
HWAM and SEGUIN Group **42** Timeline 1973-2023 **44** Facts about HWAM A/S **46**  
Thanks to our loyal customers and suppliers **47**







# THANKS

First and foremost, we would like to extend a huge thanks to all our employees here at HWAM. Thank you for all your hard work and dedication. You have all helped to make HWAM the company it is today. HWAM is not just a workplace but a place where we help each other and nurture a positive work environment and culture. It is a place where we demonstrate trust in one another and where we allow space for different personalities. As our employees, you are at the heart of HWAM and it is thanks to your work that we are able to proudly look back on fifty exciting years of HWAM in the wood-burning stove industry.





Founder Vagn Hvam Pedersen with  
a blacksmith at the workshop.

## 50 years in Hørning

The story of HWAM A/S is one of people, passion and pure motivation. It is the story of a man who transforms his dream into reality through courage, hard work and a solid organisation.

In 1973, Vagn Hvam Pedersen takes the decision to start his own company. This decision is the beginning of a long and exciting journey. A journey replete with great victories and equally great challenges along the way. Right up until the moment he passes the baton, and I take over as managing director of HWAM A/S, he lays the building blocks that provide a solid foundation for the company we know today. A company based on four fundamental values: loyalty, responsibility, trustworthiness and respect.

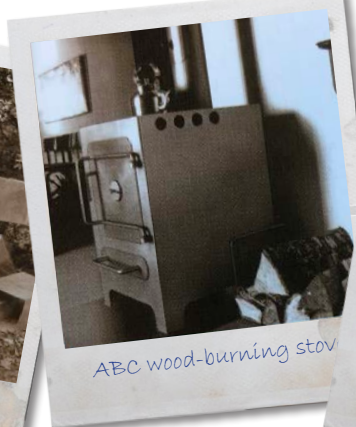
Join us and experience our journey through the last fifty years.



Stefan Hvam Pedersen  
Chief Executive Officer







### From dream to reality

In 1973, Vagn Hvam Pedersen founds Hørning Ventilation ApS which later changes its name to ABC Pejse Industri A/S. He buys an industrial site on Sønder Skovvej in Hørning, central Denmark, where, with the help of some good friends, he gets started building his workshop and associated living quarters. When the workshop is finished, he sells the family car to buy a van and the most essential tools he will need. In addition to various different ventilation and assembly projects, the company also secures some regular forging work for municipal sewage treatment plants. However, when the company that provides Hørning Ventilation ApS which most of its assignments merges with a competitor, the amount of work drops dramatically from one day to the next.

Instead of making his staff redundant, Vagn puts his thinking cap on to try and come up with another solution. Vagn is put in contact with the architect and cabinetmaker Anders C. Fasterholt, and it soon turns out that the two men have a common interest.

### Meeting Anders C. Fasterholt

Vagn and the architect Anders C. Fasterholt are put in touch through a mutual acquaintance, and discover a shared interest in wood-burning stoves that will result in a long and fruitful collaboration. "The first stove was a total catastrophe, ..." And so begins the story of that first ABC stove. The wood-burning stove had a sliding door which meant that once Vagn had filled the



Vagn demonstrating an  
ABC wood-burning stove



HWAM 1050

wood-burning stove and started the fire, the iron would expand so much that the door wouldn't close and the fire would roar forth.

After a couple of months, Anders goes back to the drawing board to produce a brand new and better designed product that is the genesis of the HWAM stoves we know today. Before the first wood-burning stove is launched on the market in 1977, the model is tested at a Danish test Institute in Aarhus. Never before has a wood-burning stove been tested for its surface temperature, efficiency and effectiveness. This turns out to be a very good selling point as Vagn can take his report in hand and demonstrate the tried and tested quality of his product to potential customers.



The first ABC wood-burning stove  
which began production in 1977.

*"For me, function is what matters the most. I've always said: function first and then the design will follow automatically. "*

Anders C. Fasterholdt





HWAM 3120c  
Design: Anders C. Fasterholdt



In 1982, Vagn receives the East Jutland Initiative Award from Aarhus Mayor Thorkild Simonsen and savings bank director Sv. Frederiksen.



Wife Birgit, Vagn and His Royal Highness Prince Henrik at a ceremony at Amalienborg Palace.



## Expansion and distribution

In order to boost sales, Vagn signs an agreement with Bacho A/S in 1976. Sales grow from 25–30 wood-burning stoves in 1977 to 250 in 1978.

By 1979, the market is really hotting up and Bacho A/S orders 5,000 stoves for delivery in 1980. This means facilities need to be expanded by a whole 700m<sup>2</sup>. In January 1980, sales grind down to a complete standstill and Bacho A/S decides to reduce their order to just 1,000 stoves.

Consequently, Hørning Ventilation ApS takes over the sale of ABC wood-burning stoves in 1981.

In just a short time, a network of distributors is built up in Denmark, and at the same time, Vagn also begins exploring his opportunities to export abroad. Before long, the export market accounts for 75% of turnover and as a result of this impressive growth, ABC Pejse Industri A/S is awarded a Medal of Honour by King Frederik IX for meritorious service to Danish exports in 1988.



# En indsats, der giver gevinst

En ny pejseindsats, der har alle brændeovns fordele



Selv store åbne pejse- eller hjørnejyse, kan uden problemer forsynes med en ABC-pejseindsats, idet ekstra afdækningspaneler, samme lækre forarbejdning, sen, kan bestilles som tilbehør.

Bahco's nye pejseindsats har gjort det endnu nemmere for husejerne at bygge en brændeovn ind i deres åbne pejs. Fordelen er åbenbare: Brændeovnen opnår nemlig en langt mere effektiv udnyttelse af brændstoftet — med en højere rumtemperatur og lavere udgifter til brændsel. Selv om prisen på pejseindsatsen er fuldt konkurrencedygtig, er det alligevel tydeligt, at bygge alle de mange finesser ind, som gør det ekstra attraktivt at benytte denne »brændeovn«. Tilmed er der anvendt solidt gods og konstruktioner, som sikrer produktet en lang levetid. Man har dukket den varmeøkonomiske dobbelt-kappe konstruktion, der giver fuld konvektion, d.v.s. maksimal luftgennemstrømning omkring ovnen.

kostbare ringen i kundesiden vil blive

## Rund og varmeøkonomisk

ABC-pejs nr. 6 er en eksklusiv og særdeles effektiv, rund brændeovn med fuldt udviklet konvektionssystem. ABC-pejs nr. 5 er en lidt mindre model. Rund, enkel og køn og særdeles konkurrencedygtig. Begge modeller er tegnet af arkitekt

kan åbnes helt, så man uhindret kan hengive sig til nydelser af ilden. Det kan være et ekstra plus en kold vinteraften, hvor familie og venner samles om pejsen til en hyggelig stund. Som ekstratilbehør leveres et



er lige så gode til

### A small spring that makes a huge difference

In the mid-1980s, safety and environmental approvals were introduced for wood-burning stoves, and this was the impetus for the development of an automatic air supply system, making it easier for users to achieve a cleaner level of combustion. The result is what we know today as the patented HWAM® Autopilot™ system. All HWAM wood-burning stoves and inserts are now fitted with the autopilot system as standard for optimal combustion without the need for any form of manual operation. All you have to do is put in the firewood and start the fire.

The Autopilot function will then regulate the air supply to get the most out of the energy in your firewood.

Scan the code and learn more about how HWAM® Autopilot™ works.







### **Continued development and a new generation**

In the year 2000, ABC Pejse Industri A/S changes its name to HWAM Heat Design A/S and the factory expands once more to its current size of 12,000 m<sup>2</sup>. The following year sees the beginning of a partnership with designers Sørig & Jacobsen.

This collaboration puts a considerable stamp on HWAM's wood-burning stoves going forward. In 2002, the Vivaldi model, designed by Anders C. Fasterholdt, is awarded a prize for best wood-burning stove at the English trade fair Hearth & Home. In 2005, HWAM launches a design competition of its own.



The winners are Strand & Hvass who set a new standard for wood-burning stove design with their HWAM 3310, 3320 and 4410 models. HWAM 3320 wins the Reddot Award that same year. During this period, HWAM undergoes considerable growth and now employees 210 members of staff. In 2009, the baton passes to

the next generation. Vagn Hvam Pedersen steps down to focus on the development of new combustion technologies and his son Stefan Hvam Pedersen takes over as the company's new chief executive office. Around the same time, HWAM Heat Design changes its name to HWAM A/S.



Scan the code and learn how the  
HWAM® SmartControl™ works.



### Groundbreaking electronic control

In 2012, HWAM introduces the first ever electronic control system for a wood-burning stove. HWAM® SmartControl™ regulates the all-important air supply by measuring both oxygen levels and temperature in the stove, so all users need to do is light the fire and add firewood. HWAM® SmartControl™ takes care of the rest. The technology is so revolutionary that it is awarded the prestigious DI Innovation Award in 2016. The DI Award is given annually to a member company that has made a special effort in an area that is important for business and society.





The award is about sharing success stories and being an inspiration for other companies to follow the good examples.

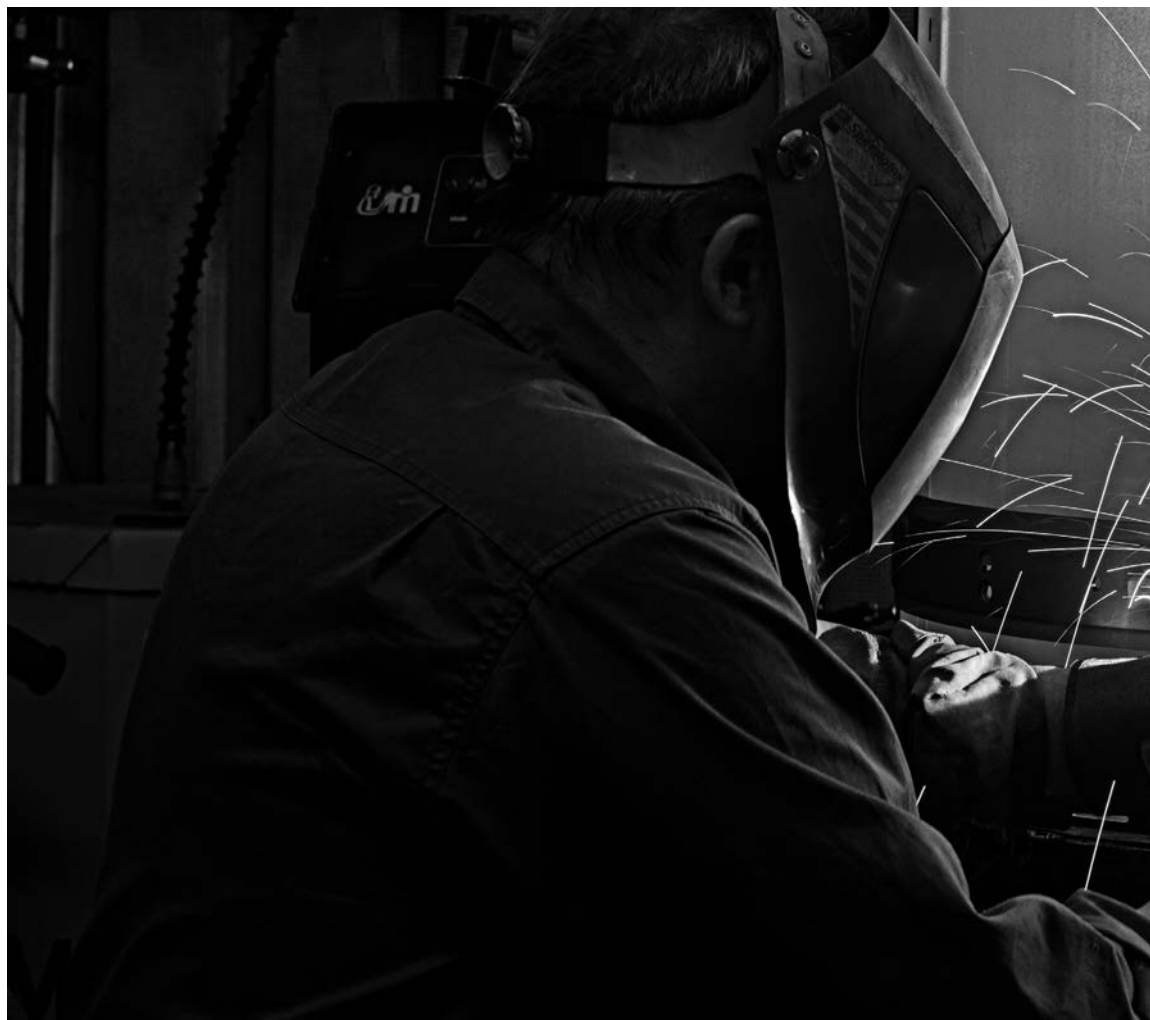
### **A merger and considerable growth**

In 2019, the French SEGUIN Group and HWAM A/S enter into a joint partnership which bolsters the position of both companies on the market. The two companies have already been working closely together for 15 years and this strategic move is carefully considered.

In order to upgrade production capacity and meet growing demand, further investments are made in new welding robots and laser cutters in the period 2020–21. In 2022, new investments are made in edge bending technology.

Scan the code and take a closer look at how our wood-burning stoves are produced.







### **Production in Hørning**

Here at HWAM, our production department is staffed by more than 60 skilled employees who work hard to produce around 110 wood-burning stoves each day.



*"We find and bring forth the essence of the product. The things we surround ourselves with must not distract attention away from what matters; from what life is all about. Rather, the things we own should facilitate and contribute to our fulfillment and development."*

Sørig & Jacobsen







Designer  
Anders C. Fæsterholdt



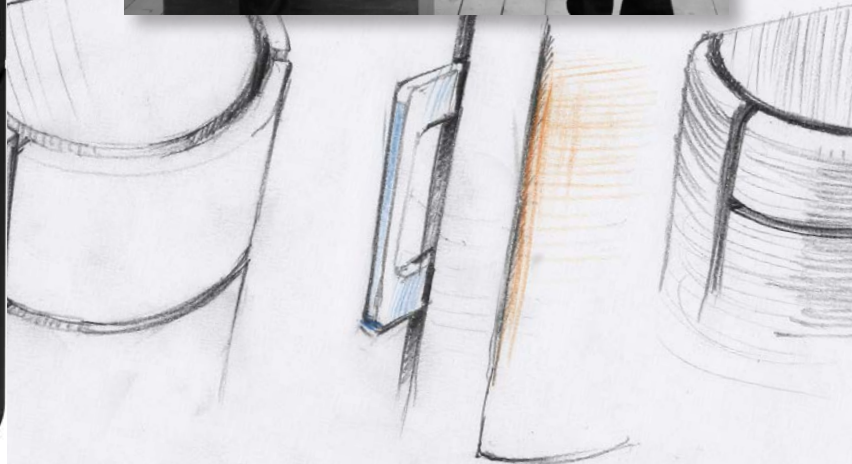
Designteamet  
Henrik Sørig og  
Tobias Jacobsen.

### Danish design and craftsmanship

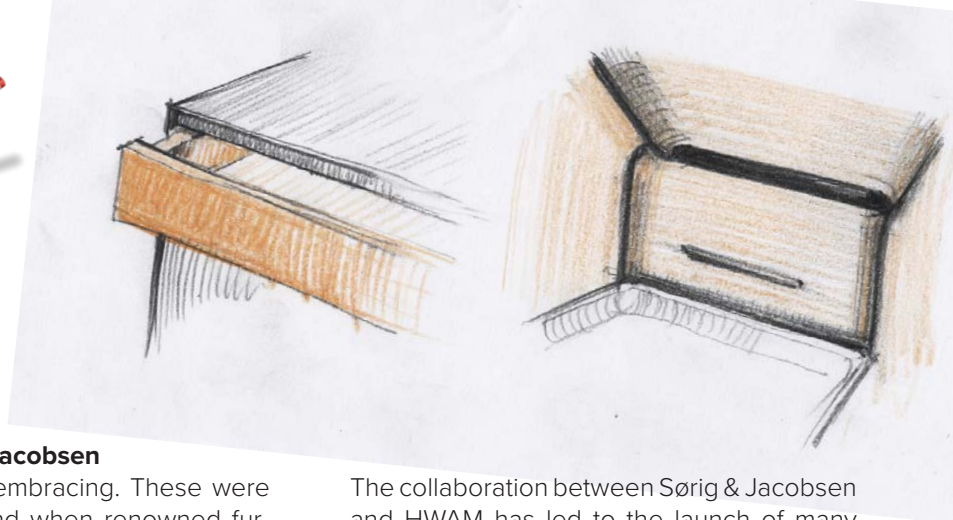
We believe that innovation and development go hand in hand with production. Taking production out of the equation means that you lose that practical knowledge which makes it possible to translate design ideas into real wood-burning stoves that fulfill both aesthetic and functional needs and demands. That is why we make all of our stoves and inserts at our factory in Hørning, and we have done so for fifty years. The process begins with our talented designers who we have been collaborating with for a great many years. Once their ideas and visions have been transferred into sketch form, they begin a process of dialogue with our design

engineers and sales team to develop a wood-burning stove or insert that will meet the needs and demands of our customers. Once the stove or insert has been approved in relation to both its combustion and safety properties, it is then put into production.

Each and every HWAM stove or insert is produced to order at our modern factory in Hørning and the processes are carried out and monitored by our talented employees. This means a stable flow and ensures better control over production and thus the very best level of quality in the final stoves and inserts we produce.



HWAM 3760c  
Design: Sørig & Jacobsen



### Designers Sørig & Jacobsen

Warm, friendly and embracing. These were the keywords in mind when renowned furniture and product designers Henrik Sørig Thomsen and Tobias Jacobsen began designing their first wood-burning stove for HWAM. The year 2001 sees the launch of the groundbreaking new Figaro wood-burning stove, soon followed by the HWAM I 20/80 insert with its curved front.

These stoves represent a whole new design series that put the fireplace itself at the visual fore while the rest of the stove forms a discreet and functional backdrop that opens up towards the observer through its lightly reclined and broad, embracing configuration. Figaro features a large and frameless, curved glass pane which beautifully presents the fire inside – almost like a piece of furniture in your living room.

The collaboration between Sørig & Jacobsen and HWAM has led to the launch of many different wood-burning stoves, and the vast majority of these are still in production today.

These include the HWAM 4500 and 4600 which boast a simple appearance that seems inspired by Japanese minimalism and can add character to any space. Our circular models such as HWAM 2600 and 3600 are an homage to the cylinder, standing proud like a pillar in your living room. Later comes the modular HWAM 5530 which builds on the minimalist HWAM I 40/55 insert model. And finally, we have the HWAM 3700 range which stands out for its clean lines and special top part. All models have been designed with a focus on functionality and the same core objective: namely to create stoves that blend naturally and beautifully into the home.

*"We imbue the stoves both with values that  
can be seen with the naked eye and values  
which reveal themselves later on  
– as well as the atmosphere and ambience  
around the products".*

Sørig & Jacobsen





HWAM 4550m  
Design: Sørig & Jacobsen

Selected

# HWAM-MODELS THROUGH THE YEARS



**1977**  
ABC



**1998**  
Beethoven



**1999**  
Wall



**1989**  
ABC 1



**1998**  
10/50



**2000**  
Vivaldi

**1986**  
611



**1998**  
Chopin



**2000**  
Mozart



**1993**  
ABC 17



**1999**  
Monet





**2001**  
Figaro



**2010**  
HWAM 3430



**2016**  
HWAM 4550m



**2005**  
HWAM 3320



**2012**  
HWAM 2610c



**2020**  
HWAM 3740m

**2003**  
HWAM Dali



**2010**  
HWAM 3630



**2008**  
HWAM 4410



**2012**  
HWAM 3120c



**2019**  
HWAM I 40/55c





## **Our employees - at the heart of our business**

As a company, we take responsibility for both our employees, the local environment and the society around us. This is a fundamental part of our corporate social responsibility. We are a diverse workplace with staff from many different backgrounds.

Our management group is a young team comprised of both men and women. The management team works in a strategic and targeted manner in close collaboration with our employees across different departments to solve our core objectives.



### **The benefits of a HWAM wood-burning stove**

One of the greatest benefits of a HWAM wood-burning stove is the control you get over the air supply thanks either to our mechanical solution HWAM® Autopilot™ or our electronic solution HWAM® SmartControl™.

Choosing a HWAM wood-burning stove means:

- Self-regulating air supply
- Danish design
- Danish produced





HWAM 4660m  
Design: Sørig & Jacobsen

## **Development**

It takes between one and two years to develop a new HWAM stove from concept to production start. The exact timescale will depend on whether the project is a brand new design or the refinement of an existing stove. All design sketches are completed in close collaboration with our design engineers. The development workshop makes an initial prototype before changes and adjustments are then made to the forms and production methods until the model is satisfactory and ready to be put into production.



## Tests

The wood-burning stove is developed and tested at the HWAM development department. Test runs are carried out over a long period during which both the combustion chamber and the automation functions are optimized for the best possible combustion and ease of use.

Subsequently the wood-burning stove is tested at a test institute to ensure that it complies with all European standards and regulations for wood-burning stoves.

At the test institute an EN test is performed to determine the nominal heat output (kW), efficiency and particle emissions. Furthermore, a safety test is performed to determine the required distances to combustible materials, such as walls, floors, etc.

Once the wood-burning stove has passed the test, it is CE marked, proving that the wood-burning stove has been approved. After this, there is ongoing external control to ensure that the produced wood-burning stoves achieve the same result as the tested wood-burning stove did.





### **The machining department**

A HWAM wood-burning stove is comprised primarily of sheet steel and our machining department uses around 50,000 kg of this material each week. 95% of the steel is cut and processed in our laser department where fibre lasers ensure high levels of efficiency and maximum precision in the work.

When programming the laser cutters, our programmers make sure to utilise the sheets as best possible while also endeavouring to keep waste to an absolute minimum. Once all the parts have been cut, they are then transported to their respective departments to undergo different processes such as bending, rolling or pressing.

### **Welding, grinding and cleaning**

The parts are then sent to our welding department where we have four welding robots. Three of these robots are dedicated to raw stoves and the last works on accessories. In addition, we also have eight welding booths where skilled blacksmiths manually weld parts together.

Once the welding process is complete, our operators then apply a finish to the products. This is to ensure a presentable and uniform surface. It is a job that takes skilled manual craftsmanship as even small defects such as tiny scratches will show up very clearly after the product has been painted.



### **Raw oven depot and preassembly**

After the finishing process, the raw stoves are then transported to our raw stove depot for interim storage. Accessories are transported directly to preassembly where they are put into storage. When a customer orders a wood-burning stove, a raw stove is taken down and the desired model is assembled. A raw stove can be transformed into up to eight different models.

### **Shotblasting and painting**

The stove is subjected to a shotblasting process which cleans the product of dirt and grime. The surface is also roughed to ensure the paint adheres better. Now the stove is ready to be painted. It is put through our painting facility where it undergoes a manual spray-painting process.

### **Assembly and packaging**

Next, the stove is sent to our assembly department where an insulating material known as vermiculite is fitted in the combustion chamber. The door and ash pan are fitted with sealing gaskets to make sure that no false air gets into the stove during use. Glass is fitted to the door and the air control system installed. Stoves are then supplied with a user manual, warranty certificate and other relevant documentation. Finally the stove is packaged, marked with an address label and transported to our warehouse for collection.





Selected

# WIKING-MODELS OVER THE YEARS



**1995**  
WIKING 2



**2000**  
Nordic 7



**2002**  
Cubic



**1996**  
WIKING 4



**2002**  
Bazic



**2006**  
Minic

## The WIKING brand

HWAM A/S has two brands – HWAM and WIKING, and both are proud members of the overall HWAM A/S family. The WIKING brand was born in the mid-1990s.

The WIKING-models are designed by our own design engineers in contrast to the HWAM-models which are designed exclusively by external architects and designers.

The WIKING-models produced at our factory in Hørning stand out for their solid cast-iron doors, moulded Skamolex, automated combustion control, adjustable feet for uneven floors and their natural stone cladding and heat storage, not to mention their many attractive tile colours.



**2010**  
Volcanic



**2012**  
Miro



**2017**  
Mini



**2011**  
Panoramic



**2015**  
Luma

The WIKING brand plays an important role for HWAM A/S and today it is a brand with a solid international profile. The WIKING range is broad and includes small, medium-sized and larger wood-burning stoves.



**hwam**  
intelligent heat



**WIKING**  
made by hwam



**JC BORDELET**  
créateur d'harmonie

## HWAM, SEGUIN and the SEGUIN Group

SEGUIN has been a partner of HWAM since 2003 and a co-owner since 2019. The French company is one of the leading actors on the market for heat sources in southern Europe. With more than 45 years of proud history, the company employs over 150 workers across four locations in France. The SEGUIN Group includes the following brands: SEGUIN, HWAM, WIKING, JC Bordelet, Thermolab and VULX.

The group's headquarters are located in the Auvergne region between the towns of Vichy and Clermont-Ferrand in central France. The SEGUIN Group offers the market a broad range of wood-burning stoves in different designs and materials, insert fireplaces in multiple sizes and designs, unique design fireplaces under the JC Bordelet brand, and both firewood and pellet boilers for larger heating applications under the Thermolab brand.





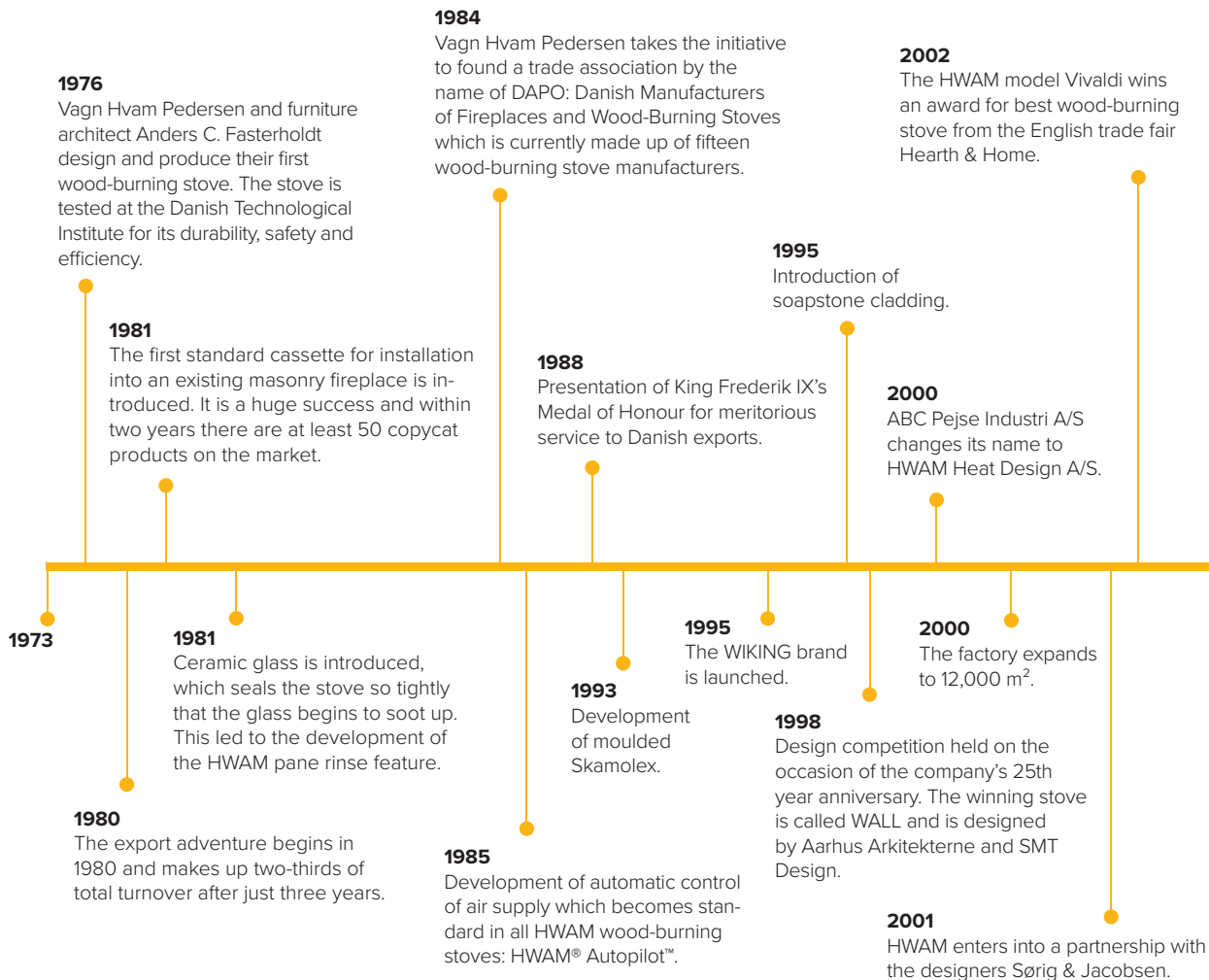
**SEGUIN**   
GROUP

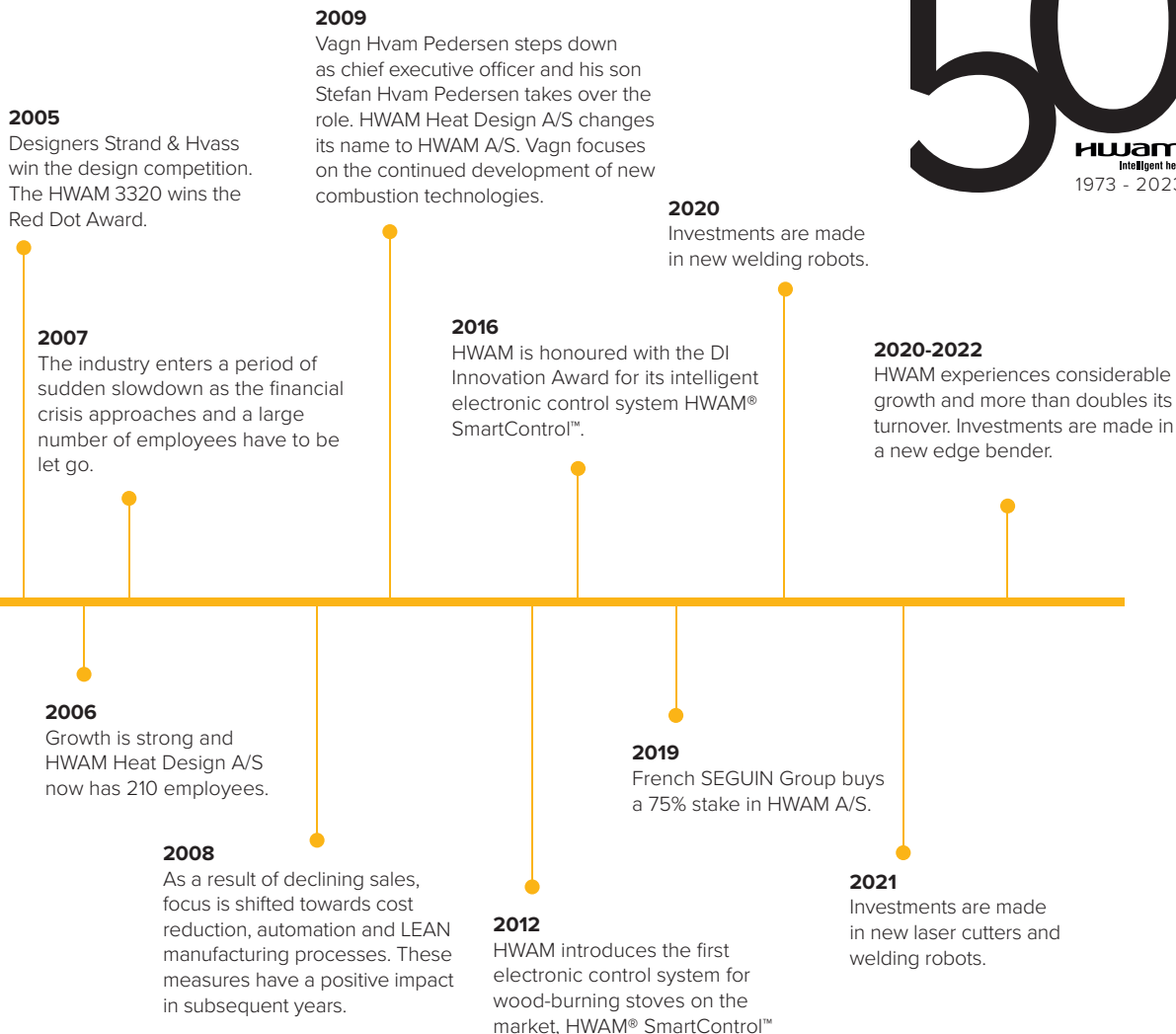
  
Créateur de convivialité

The SEGUIN Group is also present in the outdoor market through its brand VULX which offers outdoor wood-burning stoves, BBQ grill tables and wood storage solutions for gardens and terraces.

As a group, SEGUIN and HWAM also have a strategic collaboration with the family-owned Italian pellet stove manufacturer PIAZZETTA on selected markets.

The group is therefore able to offer most heat sources across its total offering. The group's strength lies in its human factor, which is characterised by a passion for the majesty of fire and firewood as a source of energy that runs deep in our employees, as well as our desire to work closely with adept customers and suppliers, and not least to develop the business across international borders and cultures.





# FACTS

about

# HWAM

- A wood-burning stove takes approximately 4 hours to go through production
- The company produces approximately 110 stoves a day
- 90% of all products are exported
- HWAM wood-burning stoves are exported to Germany, Switzerland, Austria, the Netherlands, Belgium, Italy, Spain, Japan, Sweden, Norway, Finland, England, Ireland, Wales, South Korea, France, the Czech Republic, Scotland, Iceland, Albania and Lithuania
- The company uses 50.000 kg of steel per week
- Designers work for around half a year on a wood-burning stove before a prototype is made
- The sketches for the first ABC wood-burning stove are dated 24 May 1976
- Today HWAM A/S has 100 employees





# THANKS

Thanks to our loyal customers and suppliers over the last 50 years.

Throughout the fifty years HWAM A/S has been around, we have delivered close to one million fireplaces to our loyal partners and end customers in more than 20 countries. We owe you all a tremendous amount of gratitude for believing in our products. That we are able to spread inspiration through fire, energy, technology, Danish production and design is the reason we show up to work each day and have been doing so for fifty years.

So thank you for trusting in us and thank you for a fantastic collaboration together.

The HWAM Team





**hwam**  
intelligent heat

[www.hwam.com](http://www.hwam.com)