

# MAWA - Hotel

## Concepts for Hotels

Hotel Kameha Grand, Bonn



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February 2020

# Agenda

1. MAWA
2. MAWA Basic Line – *small price, high quality*
3. MAWA Essential Line – *the middle class*
4. MAWA Design Line – *the high class*
5. MAWA Perfect Extras
6. MAWA Optional
7. Brand Ambassador Examples
8. Quality & Fairness
9. Credentials
10. Contact



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# MAWA brings joy



**Michaela Schenk**  
Owner of MAWA GmbH

“MAWA products generate a favourable sense of life and the variety of our products fits every individual style of dress – in shape, width, function and colour.

We are passionate about making hangers.”



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# Details make the difference

## Wooden Hangers:

- Solid wood hangers with extra smooth surfaces
- Hook fully rotatable and stable
- Trousers bar with non-slip coating
- All wooden hangers with FSC certificate
- Water-based and eco-friendly paints and stains



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# Details make the difference



## Metal Hangers:

- Save up to 40% space
- Made of German steel
- With non-slip coating free of harming substances
- High stability and holding force
- Rotating hooks and patented clips



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# MAWA Basic Line



**Hotel Der Blaue Reiter, Karlsruhe – Standard Room**

A series in all-time classical shape

- Wooden hangers made of FSC certified beech wood, single-lacquered
- Metal hangers made of German steel, with anti-slip coating
- All hangers with turnable, nickel-plated hooks



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# MAWA Basic Line

## Design ideas – No. 1



### **Standard**

flat formed, lowered ends



### **Standard/RE**

flat formed, lowered ends,  
with skirt notches



### **Standard/RE/S**

flat formed, lowered ends,  
with skirt notches and bar



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# MAWA Basic Line

## Design ideas – No. 2



**Basic 44**  
bodyformed



**Basic 44/RE**  
bodyformed,  
with skirt notches



**Basic 44/K**  
bodyformed,  
with bar and non-slip covered clips



**Basic 44/RE/RFS**  
bodyformed,  
with skirt notches and anti-slip covered bar



Colour shown: Beech  
Other colours available



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# MAWA Basic Line

## Design ideas – No. 3



**Silhouette/F** – bodyformed,  
with non-slip coating



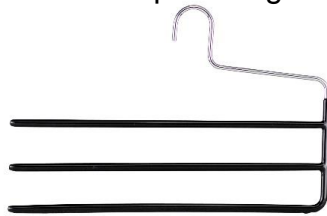
**Prestige/G** – flat formed, with non-slip coating and  
shoulder support: 30mm



**Silhouette/FRS** – bodyformed,  
with skirt notches and  
non-slip coating



**Silhouette/FK** – bodyformed,  
with bar and 2 clips and  
non-slip coating



**KH 3** – trouser hanger  
with 3 non-slip coated bars



**KHC** – trouser hanger  
with non-slip coating



Colour shown: black  
Other colours available



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# MAWA Essential Line



Hotel Der Blaue Reiter, Karlsruhe – Junior Suite

- A series in all-time classical shape, including wooden models with shoulder enlargement for coats
- Wooden hangers made of FSC certified beech wood, multi-lacquered
- Metal hangers made of German steel, with anti-slip coating
- Turnable nickel-plated hooks



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# MAWA Essential Line

## Design ideas – No. 1



**Business**  
bodyformed



**Business/RE**  
bodyformed,  
with skirt notches



**Business/RE/RFS**  
bodyformed,  
with skirt notches and anti-slip  
covered bar



**Business/K**  
bodyformed,  
with bar and non-slip covered clips



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Colour shown: Beech  
Other colours available



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# MAWA Essential Line

## Design ideas – No. 2



### **Business Plus**

bodyformed,  
with additional clamp  
trouser hanger



### **Panta 1**

clamp trouser hanger,  
galvanized metal rack



### **Bingo**

bodyformed,  
shoulder support: 36 mm



### **Bingo/RFS**

bodyformed,  
shoulder support: 36 mm,  
anti-slip covered bar



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**Colour shown: Beech**  
**Other colours available**



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# MAWA Design Line



Hotel Der Blaue Reiter, Karlsruhe – Superior Suite

- A series in special shapes and colours – for hotels with a focus on design and demanding guests
- Wooden hangers made of FSC certified beech wood, multi-lacquered
- Metal hangers made of German steel, with anti-slip coating
- Turnable nickel-plated hooks



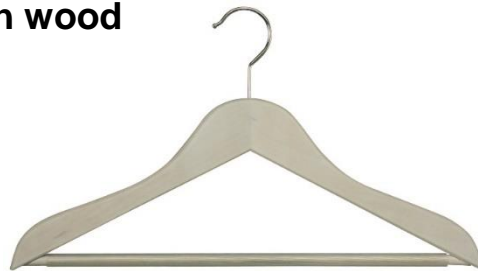
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# MAWA Design Line

## Design ideas – No. 1 (Scandinavia)



**Classic**  
in white washed beech wood  
flat form



**Classic/RFS**  
in white washed beech wood  
flat form, wooden bar with  
transparent non-slip coating



**Classic/K**  
in white washed beech wood  
flat form with clip rack and  
non-slip coated clips



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# MAWA Design Line

## Design ideas – No. 2 (Country)



**Classic**  
**in ash wood, waxed**  
bodyformed, matt nickel  
hook (4 mm dia)



**Classic/RFS**  
**in ash wood, waxed**  
bodyformed, with non-slip  
coated bar and matt nickel  
hook (4 mm dia)



**Classic/K**  
**in ash wood, waxed**  
bodyformed, with clip rack and clips  
with transparent anti-slip coating



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# MAWA Design Line

## Design ideas – No. 3 (Metropolis)



**Profi All black**  
formed hanger with flat  
head collar form and black  
matt hook (4mm dia)



**Profi/HRS All black**  
formed hanger with flat head collar form,  
anti-slip coated bar and black matt hook



**Trend RA 35/D All black**  
clip hanger, solid wooden ledge  
with black clip bar made of rolled  
4mm steel wire and black hook



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# MAWA Design Line

## Design ideas – No. 4 (Loft)



### Comfort Bi-Colour

Flat bicoloured hanger with round collar, with black shiny hook (4mm dia)



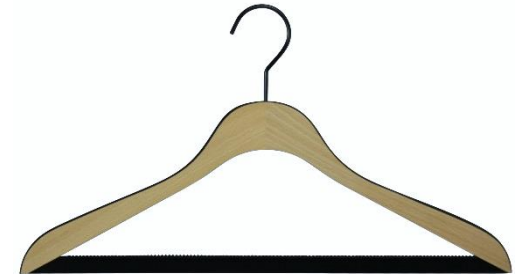
### Trend Bi-Colour RA 35/D

Bicoloured trouser hanger with 2 black maxi-clips and black shiny hook



### Comfort Bi-Colour/K

Flat bicoloured hanger with round collar, black shiny hook and black clip bar



### Comfort Bi-Colour/HRS

Flat bicoloured hanger with round collar, black shiny hook and black anti-slip coated bar



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# MAWA Perfect Extras



MAWA Perfect Extras are ideal as an extension to the hanger range – for the comfort of hotel guests.



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# MAWA Perfect Extras



**Valet Type 1**  
With pocket for jewelry or  
MAWA Valet accessories



**Valet Type 2**  
With folding stand  
for storage possibility in closet

**Valet Type 3**  
With wheels,  
including 3 hangers



**Valet Type 4**  
With folding stand  
and foldable seat



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Colour shown: Beech  
Other colours available



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# MAWA Perfect Extras



**Case Carrier**  
with or without  
wall protection



**Shoe horn**  
made of beech wood



**Satin Hanger**  
top hanger covered with  
satin, decorated with ribbon,  
nickel-plated hook



**Welcome Tray**  
with 3 compartments  
and space for a kettle



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# MAWA Optional - Colours

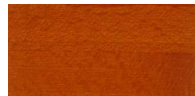
## Staining



Colour-Code: 05 black



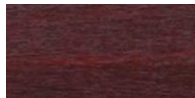
Colour-Code: 06 white



Colour-Code: 50 cherry



Colour-Code: 51 walnut



Colour-Code: 52 mahogany



Colour-Code: 53 beech



Colour-Code: 70 wenge



## Lacquering

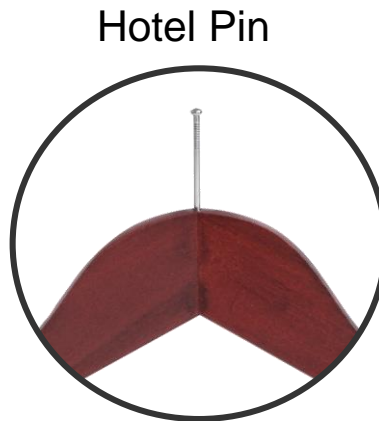


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# MAWA Optional – Hotel Pin

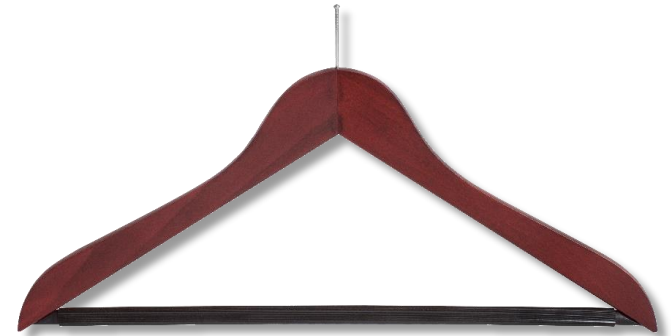


Business/RE/RFS  
Wenge with nickel-plated  
hotel pin

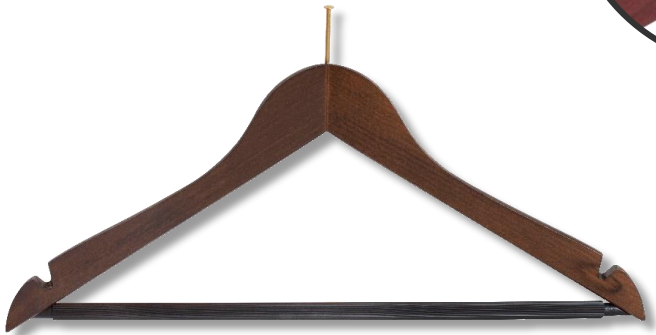


Hotel Pin

Zinc or brass  
plated available



Business/RFS Mahogany  
with nickel-plated hotel pin



Business/RE/RFS Walnut with brass-plated hotel  
pin



Hotel Ring Metal



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# MAWA Optional – Logo Printing



1



2



3



4

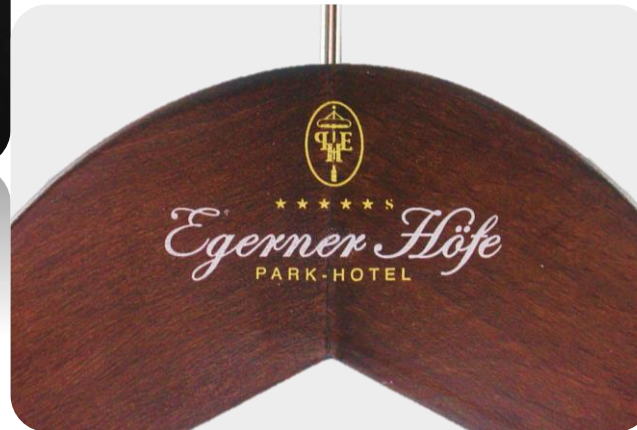
Personalize wooden hangers individually according to your wishes:

- 1. Tampon print:**  
1 or 2 colours / 1 or 2 sides  
for flat and bodyformed hangers
- 2. Branding:**  
for flat hangers, without colour
- 3. Laser engraving:**  
without colour, done after lacquering  
for flat and bodyformed hangers
- 4. Thermal printing:**  
with stamp and coloured foil  
for flat wooden hangers



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# Brand Ambassador Examples



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# Quality and Fairness



## Perfect Functionality

MAWA hangers keep your clothes in shape, are non-slip coated, save space and keep overview in you closet



## Kind to the skin

MAWA hangers do not contain plastics or heavy metals which are harmful to health or can get on your skin.



## For the environment`s sake

MAWA hangers are environmentally friendly and manufactured according to strict ecological aspects.



## FSC® Certificate

MAWA uses European timber from organic farming and sustainable forestry.

MAWA wooden hangers do not contain toxic or harmful substances. All wooden hangers are finished with **waterbased** and environmentally friendly varnishings.



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# Credentials

**BUDERSAND**

Hotel - Golf & Spa - Sylt

DER BLAUE REITER  
DESIGNHOTEL

**Marriott**  
FRANKFURT

LE NEGRESO

**LAN  
SER  
HOF**

KAMEHA  
GRAND  
BONN

HOTEL **BERLIN, BERLIN**



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FACTORY  
DANCE / HOTEL MEET  
/ DRINK



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Platzl Hotel  
München

BAYERISCHER HOF  
MÜNCHEN



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THE DIAOYUTAI MANSION  
FRANKFURT



**STEIGENBERGER**  
DREI MOHREN  
AUGSBURG

PARK-HOTEL  
**Egerner Höfe**  
ROTTACH-EGERN



MELIÁ  
DÜSSELDORF

HOTEL FRANÇOIS 1<sup>ER</sup>



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# Contact

**We are looking forward to hearing from you!**

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