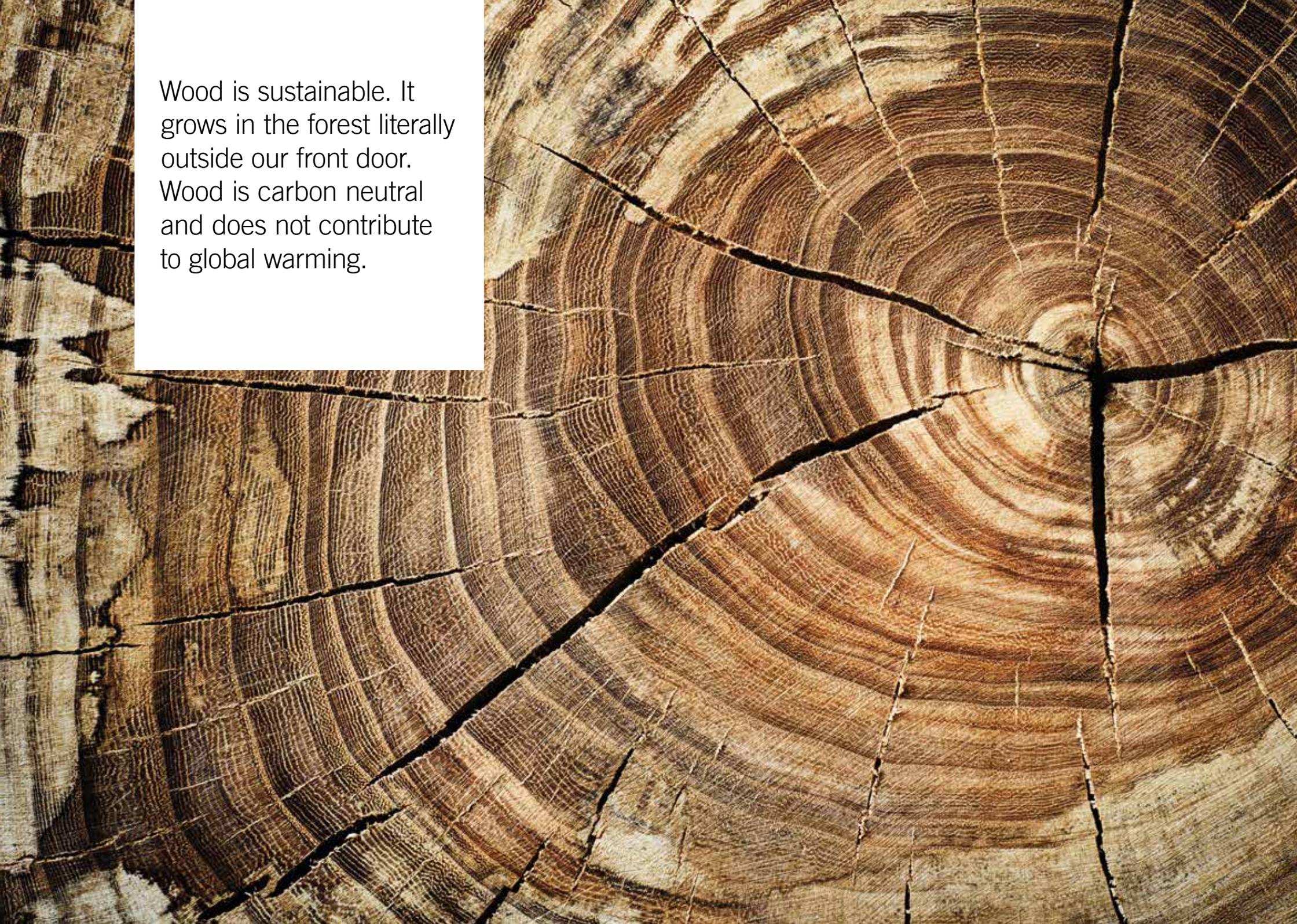




**ruegg**<sup>®</sup>  
SWITZERLAND  
THE ORIGINAL



Wood is sustainable. It grows in the forest literally outside our front door. Wood is carbon neutral and does not contribute to global warming.



  
**Designed and Engineered in Switzerland**

# “NO FIRE, NO MANKIND.”

**Matthias Rüegg**, Chairman of the Board of Directors Rüegg Cheminée Schweiz AG

In the beginning was fire. It enabled human civilisation to evolve. Without fire we would still be cowering in trees or caves, chewing on our roots and berries and living in fear of wild animals. Fire ultimately cultivated us: it warms and protects us and we use it to prepare our food. Take cooking, for example: did you know that boiled plants and fried meat boosted our ancestors' intake of energy and valuable nutritional foodstuffs? They grew healthier and stronger and no longer had to spend their entire lives hunting and gathering. The time gained allowed them to develop culturally and become people in our modern sense of the word. Together with my team I'd like to bring the outstanding achievement of using fire and all the emotions this conjures up into your home.

For over 60 years we at Rüegg have been creatively and passionately perfecting the play of flames within our personal living space. My father invented the sliding fire door and thus the enclosed combustion chamber with a direct view of the fire. That was a revolution. It made the fire more beautiful and cleaner and suddenly brought more warmth into the living room. When further developing our products we have always focussed – and still do – on showing our esteem: esteem for you as the end customer or fireplace fitter, for wood as a valuable renewable and climate-neutral source of energy, and for our planet – the only one we have. Please feel free to browse through this brochure and discover our fundamental values of creativity, passion and esteem at every turn.

Fiery regards,



Matthias Rüegg



**Matthias Rüegg**

Chairman of the Board of Directors/  
master fireplace manufacturer with federal  
diploma (Switzerland)  
Rüegg Cheminée Schweiz AG

## CONTENTS



---

### RÜEGG CHEMINÉE SCHWEIZ AG

7

It all began with that vital spark ...

---



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### FIREPLACES

8

A huge range of individual works of fiery art

---



---

### INTERIOR DECOR AND DESIGN

25

Fire and form in perfect harmony

---



---

### TOP HEATING AND STORAGE PROPERTIES

27

Fireplaces (enclosed installation), fireplace doors, storage heating stove and tiled stove inserts

---



---

### NEW ENERGY LABEL FOR HOME FIREPLACES

29

Device inner values visible at a glance

---



---

### DESIGNED AND ENGINEERED IN SWITZERLAND

36

Rüegg technology: often copied but never paralleled

---



---

### RÜEGG STUDIOS – LIGHT YOUR FIRE

45

Passionate about our fiery craft

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---

### OUTDOOR LIVING

47

Outdoor fireplaces all year round

---



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### COOKCOOK

56

The indoor cooking and barbecue specialist

## IT ALL BEGAN WITH THAT VITAL SPARK

Over 60 years ago, young stove setter Walter Rüegg, founder of leading Swiss manufacturer of fireplace inserts and outdoor fireplaces **Rüegg Cheminée Schweiz AG**, was cycling along the dusty streets of the little village of Zumikon. His mission: to magic a crackling fire into the living rooms of his customers. This alone wasn't enough for the busy craftsman, however; he was constantly concerned with the question of how to achieve a higher heating value. He persistently searched for ways of blocking the exit of the hot air and minimising the inflow of cold air from outside.

In 1959, the passionate inventor came up with the first fireplace whose combustion chamber could be closed with a glass door. Once enclosed, the fireplace was now not only beautiful to look at but also an efficient source of heat with a high degree of efficiency.

Walter Rüegg initially experienced what many other pioneers suffer, earning more scorn and derision than enthusiasm for his idea which he immediately patented. Rüegg refused to be discouraged, however, and continued to develop his product. In the 1970s came the long-awaited breakthrough when the oil crisis brought wood firing systems back into focus. Walter Rüegg's invention was suddenly a sensation worldwide, setting the basic standards for the efficient, low-emission heating of our modern living areas. The patents have long since expired and Rüegg has become one of the most emulated prototypes. Matthias Rüegg and his team are now even a little proud of this fact. Rüegg has adopted it as its mission to consistently maintain this virtue. "If people copy you, then you can't be that bad!" says the current managing director of the

family business which is based in Hinwil in Switzerland.

The Rüegg team, comprising over 30 employees, has been headed by Matthias Rüegg as the representative of the second generation since 2005. In the products exclusively marketed by Rüegg Studios all over the world, Rüegg attaches great value to quality and the use of top-class materials.



## INDIVIDUAL WORKS OF FIERY ART

**O**n the next few pages we invite you to explore the enticing world of fiery art. We would like to introduce you to the great variety of fireplace projects which have been realised by our Rüegg Studio partners according to the individual requirements of their customers. Each fireplace is a personal and unique work of art. The choice of casing material, shape and colour is vast. Customers must also decide whether greater emphasis is to be placed on the fireplace's heat storage capacity or the unique atmosphere of the fire itself. Questions like these and many more can be answered in a comprehensive consultancy session at your local Rüegg Studio (see [www.ruegg-cheminee.com/dealers](http://www.ruegg-cheminee.com/dealers)). Your fireplace fitter will help you select what you need to build your fireplace so that you can enjoy the unique atmosphere created by a crackling fire

for many years to come. The following projects are intended to act as a source of inspiration when making your own fireplace dream come true. Have fun exploring the wonderful world of Rüegg fireplaces!

**Rüegg fireplaces are available in the following illustrated designs (white = outline of the glass shape):**



**Flat**



**Three-/four-sided**



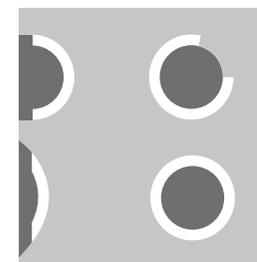
**Tunnel**



**Two-sided/90° angle**



**Prism**



**Round/180°/270°/360°**

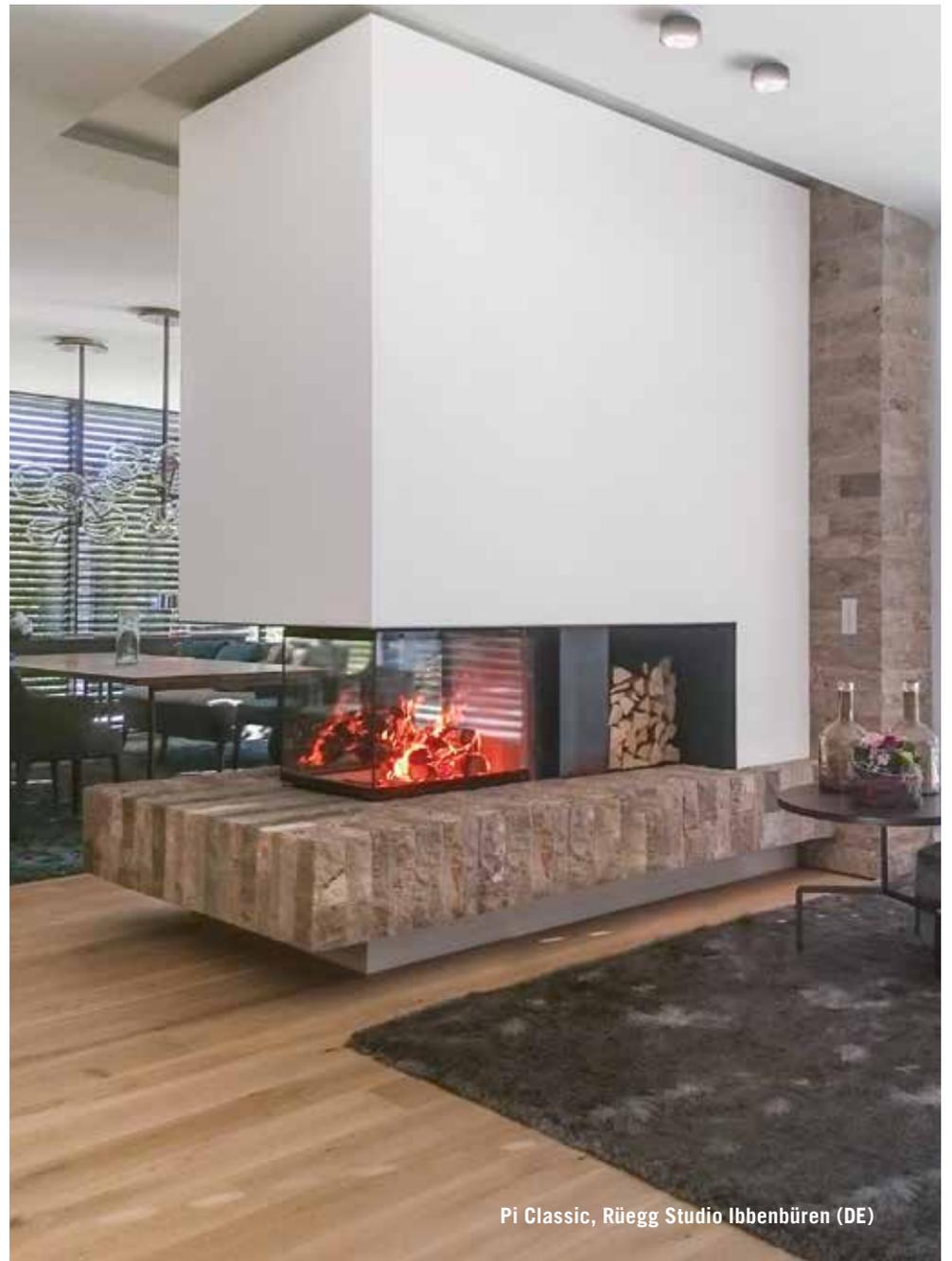








720 ECO, Rüegg Studio Wettingen (CH)



Pi Classic, Rüegg Studio Ibbenbüren (DE)



Neptun Tunnel, Rüegg Studio Solothurn (CH)



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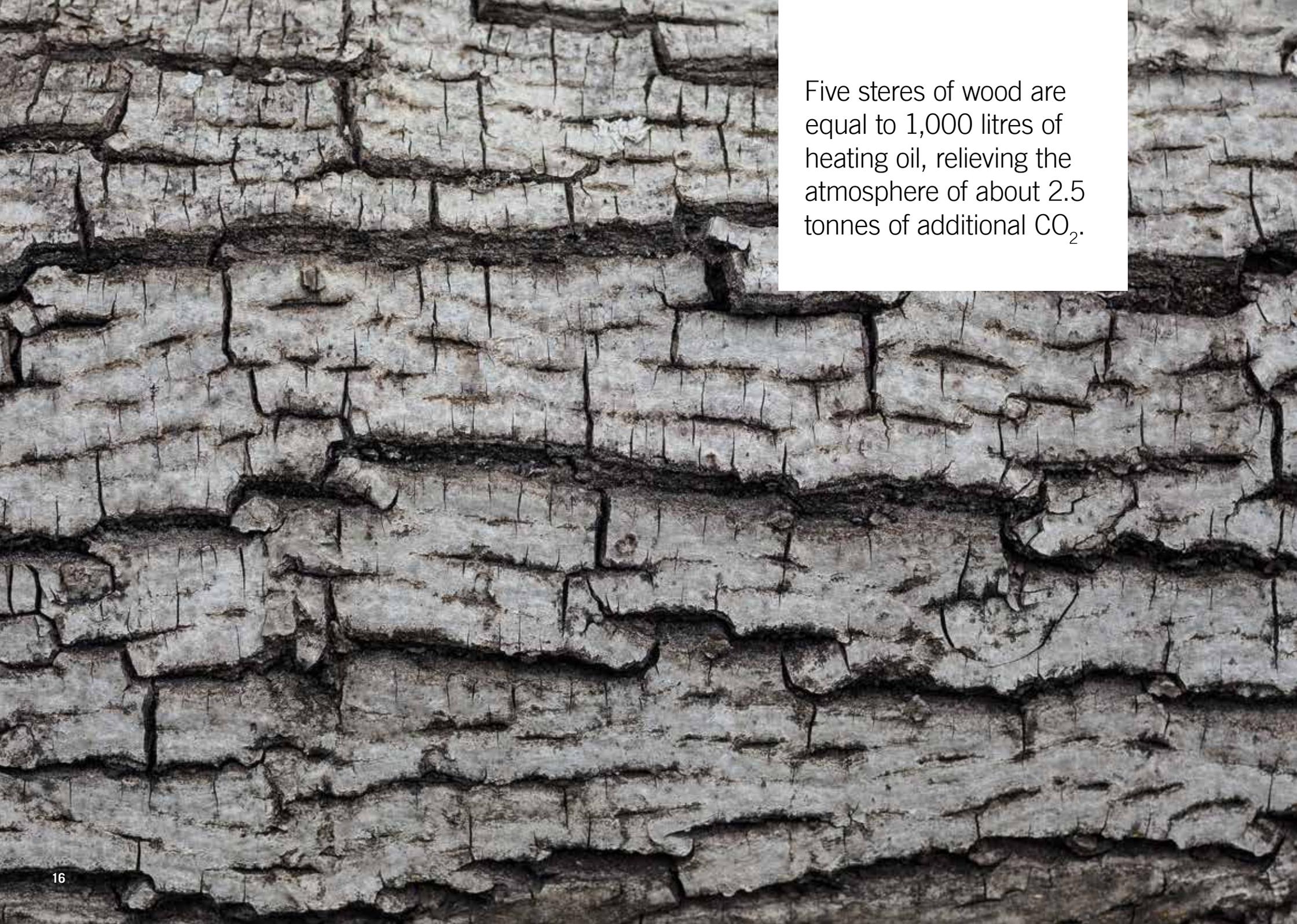
“WHEN WE’RE IN FRONT OF OUR FIREPLACE, WE’RE COMPLETELY OFFLINE. NO MOBILES, ETC. JUST TOTAL RELAXATION.”

**The Stöttinger family**, Wels (Austria)

**T**he Stöttinger family was at first undecided as to how their fireplace could best be integrated into their living room. The Rüegg Studios fireplace expert hit the mark with his very first design, however. The end result is no less than impressive. “Our initial qualms regarding the effort and building site involved when installing a fireplace proved totally unjustified thanks to the professional work done by our fireplace fitter. We dearly love our fireplace. It was the right decision to make and is an investment in our quality of life. In the winter our son insists on lighting the fire every evening. Our fireplace is in daily use during the cold months of the year.”





A close-up photograph of tree bark, showing a complex, cracked, and layered texture. The bark is light brown to greyish, with dark, irregular cracks and fissures running across it. The overall appearance is rough and weathered.

Five steres of wood are equal to 1,000 litres of heating oil, relieving the atmosphere of about 2.5 tonnes of additional CO<sub>2</sub>.







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“SOME FORMS OF  
ENERGY HAVE A  
TRADITION; OTHERS  
HAVE A FUTURE.  
WOOD HAS BOTH.”

**Hans-Ulrich Menzi**, Forester, City of  
Winterthur (Switzerland)





In the forests of Europe more wood is growing back than we use. Your village forester would be pleased to supply you with firewood.







## FIRE AND FORM IN PERFECT HARMONY

**Good architecture and a wonderful fire have a lot in common: “The right shape and materials in the right context appeal to our senses just as the archaic play of the flames does,” believe architects Thomas Gähwiler and Andi Helbling, owners of Projekt 3 Architektur GmbH in Weinfelden.**

**T**he projects by the two architects are convincing with their strong, clear forms and appropriate selection of materials. Raw concrete is used, as is wood from the region and an abundance of glass. New buildings and conversions in the midst of historic structures pose a particular challenge. “We speak an architectural language which will still be understood a hundred years from now. It’s distinctive, committed to sustainability and reflects the needs of the people of our day and age,” says Gähwiler. “We make use of all the technical possibilities without seeming smarmy,” adds Andi Helbling. This credo

has given rise to buildings which smack of confidence, places where people live and work and which are simply a joy to behold.

Time and again the architects observe that their clients want to have their fireplace in the middle of their living area.

“People are sociable beings and our civilisation has evolved with fire, so to speak,” is how Gähwiler describes our need for warmth, comfort and security. He tackles the challenge of finding the perfect position for the fireplace in people’s homes with enthusiasm. Determining factors such as ground plan specifications and flue gas systems already in place sometimes stipulate the position of the fire and thus limit the number of possible options. “Thanks to the large variety of Rüegg fireplace shapes we always find a good solution,” smiles Helbling.

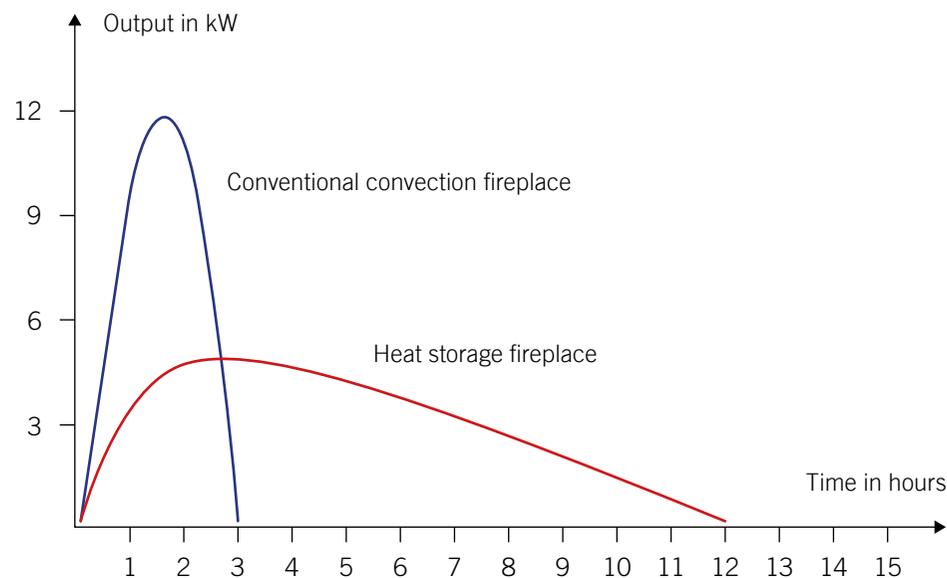




## ENCLOSED INSTALLATION FIREPLACES, FIREPLACE DOORS, STORAGE HEATING STOVE AND TILED STOVE INSERTS

**P**ractically no other form of heating provides as much safety and independence as a wood firing system with the ability to store heat. It absorbs the renewable heat of the fire in its storage mass and gradually emits healthy rays of heat into the living area over a period of many hours. This allows you to kill two birds with one stone as Rüegg's highly efficient systems not only give you a cosy, carbon-neutral source of heat, but also a clear view of the glimmering flames. Do you want both a great atmosphere and an efficient use of thermal energy? Then you can choose from a number of fireplaces which are suitable for what is known as enclosed installation as heat storage systems and fireplace doors, storage heating stove or tiled stove inserts (for the renovation of existing tiled stoves). What all systems have in common is their almost limitless range of installation options. The following graph illustrates the advantages of heat storage.

**What is the difference between a Rüegg fireplace and a conventional fireplace?**



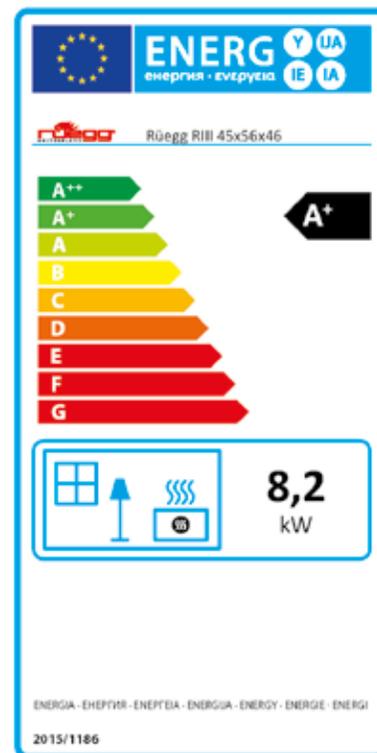
The **blue curve** shows the heat emission of a conventional convection fireplace or fireplace stove. Its low mass means that the device heats up very quickly, with the maximum heat obtained after a good hour. The system cools down just as quickly, however, calling for more wood to be added to the fire.

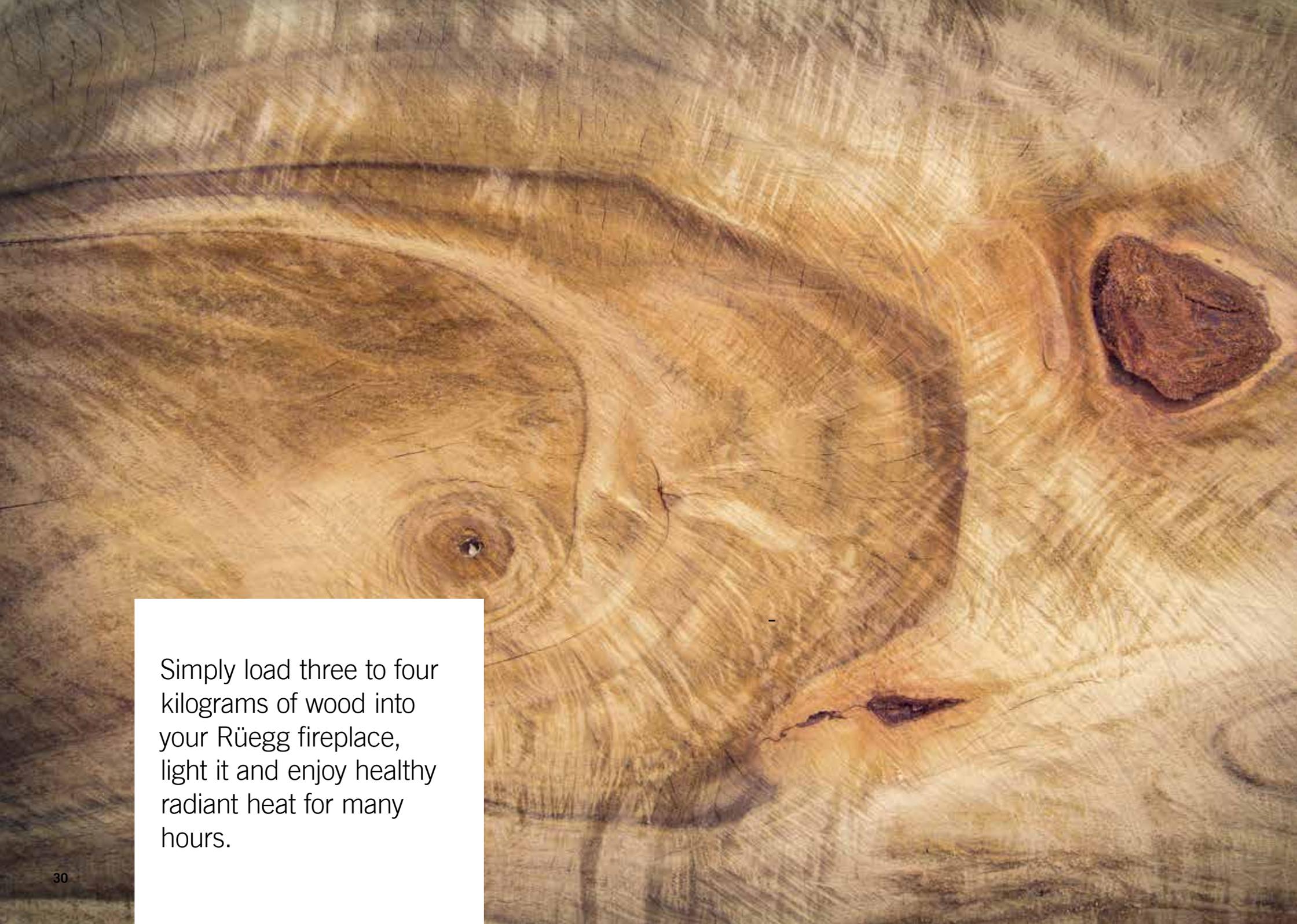
The **red curve** shows the heat emission from a medium-sized Rüegg heat storage system. In the first hour the heat is emitted primarily through the viewing window. After this the surfaces of the system are nice and warm and you can enjoy eight to twelve hours of healthy radiant heat.



## DEVICE INNER VALUES VISIBLE AT A GLANCE

What has long served as a simple guide to the technical level of an appliance when purchasing light bulbs, fridges or cars will also be law throughout Europe for home fireplaces from January 2018. Manufacturers must mark each device with a universally recognised energy label. This gives you information on the heat output of the device and its energy category at a glance. At Rüegg it goes without saying that our latest generation of home fireplace devices (firewood heating) obtains the highest possible classifications of A and A+. Read the energy label so that you can enjoy the heat from the wood firing system in your living room instead of losing it out of the chimney.

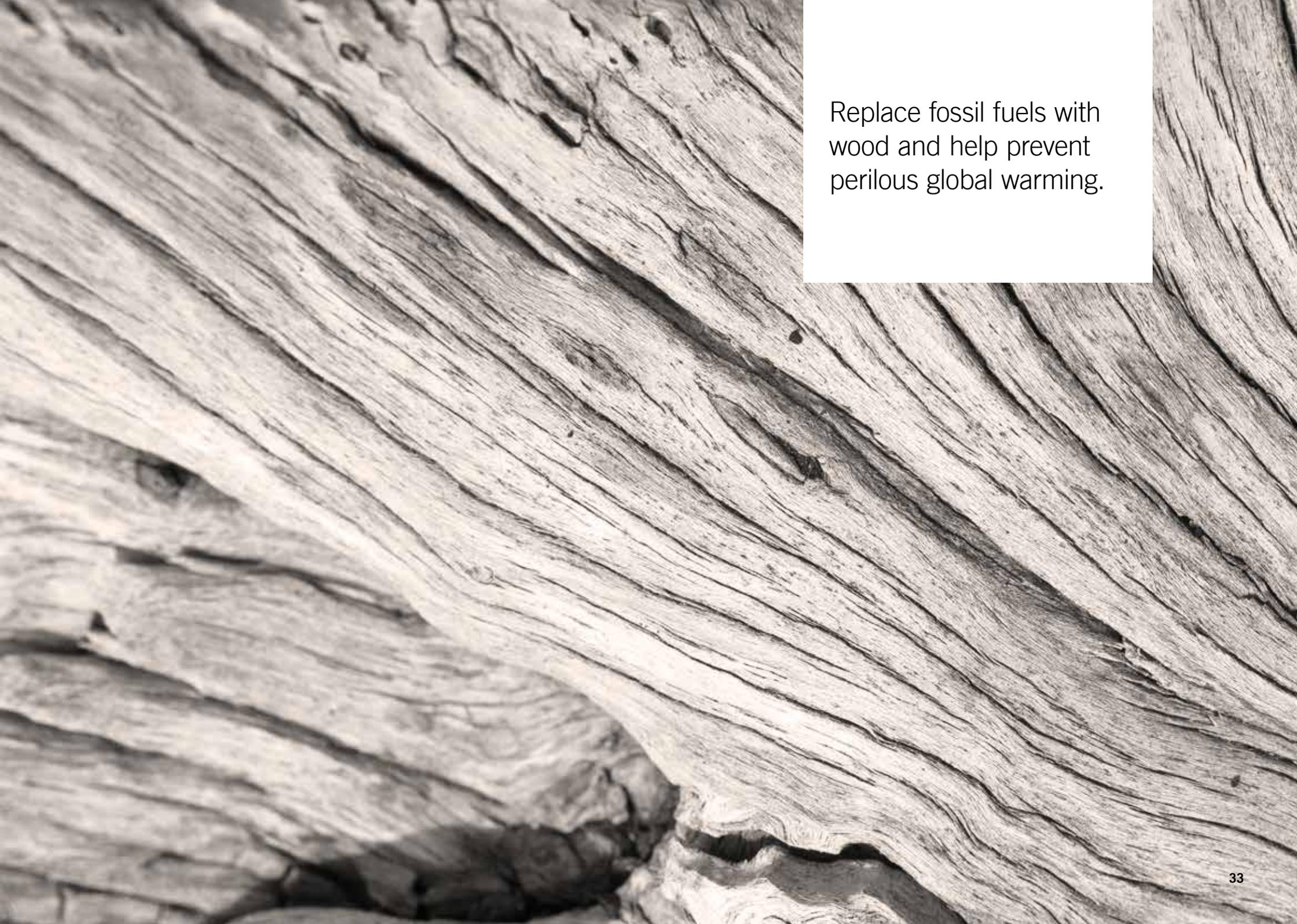


A close-up photograph of a wooden log, showing its natural grain and texture. The wood is light brown with darker, concentric growth rings. A prominent knot is visible on the right side, and a small hole is present in the center-left. The log is positioned horizontally, and the background is a blurred, textured surface, likely the interior of a fireplace.

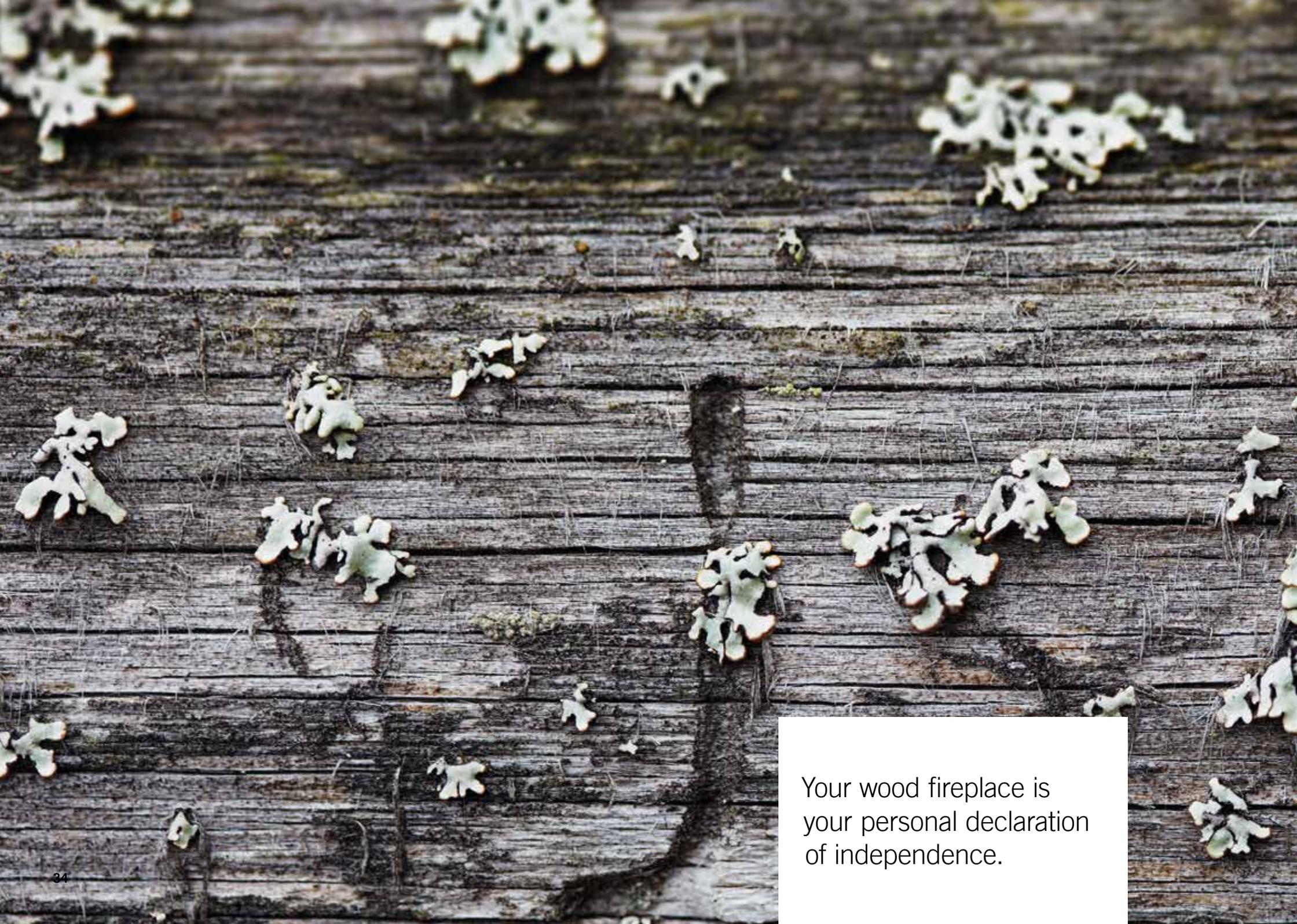
Simply load three to four kilograms of wood into your Rüegg fireplace, light it and enjoy healthy radiant heat for many hours.







Replace fossil fuels with wood and help prevent perilous global warming.



Your wood fireplace is  
your personal declaration  
of independence.



## RÜEGG TECHNOLOGY: OFTEN COPIED BUT NEVER PARALLELED

Since Rüegg invented the fireplace with the sliding fire door and had it patented worldwide, researchers and design engineers have concentrated on the requirements of fireplace fitters and end customers when developing new systems. This has resulted – and still does – in the creation of probably the cleanest, most beautiful and longest lasting fireplaces in the world.

### Easy to service and long lasting

Should a repair ever be necessary, all movable parts can be replaced without damaging the individually walled casing.



### Easy-access fireplace doors

The snug-fitting door mechanism provides easy access to the inside of the glass panels and thus facilitates cleaning.



### Clean glass panels

The air slide draws the combustion air to where it is needed to create pretty flame patterns and keep your glass doors clean for a very long time.



**The Rüegg fireplace:**  
extremely well designed  
down to the very last detail.



### **Easy-open doors**

Our precision rollers mean that the door is always easy to open and close throughout its many years of frequent use.



### **Smell of smoke prevented**

The sophisticated spring steel seal closes the doors tightly at the corners and prevents the smell of smoke escaping. It also permits trouble-free operation in low-energy houses.



### **Ecological and practical heating**

The furnace trough with the removable grid surround helps you to load the wood correctly. It supports the low-emissions combustion process – and the ash stays where it should.



### **Timeless design and high-quality engineering**

Our exclusive Rüegg design is convincingly elegant with its clear lines and lack of unnecessary ornamentation. It easily bears close scrutiny: it has been perfectly worked right down to the last detail.



**Quality control: under our critical eye, the levels of tolerance are small and our demands great.**



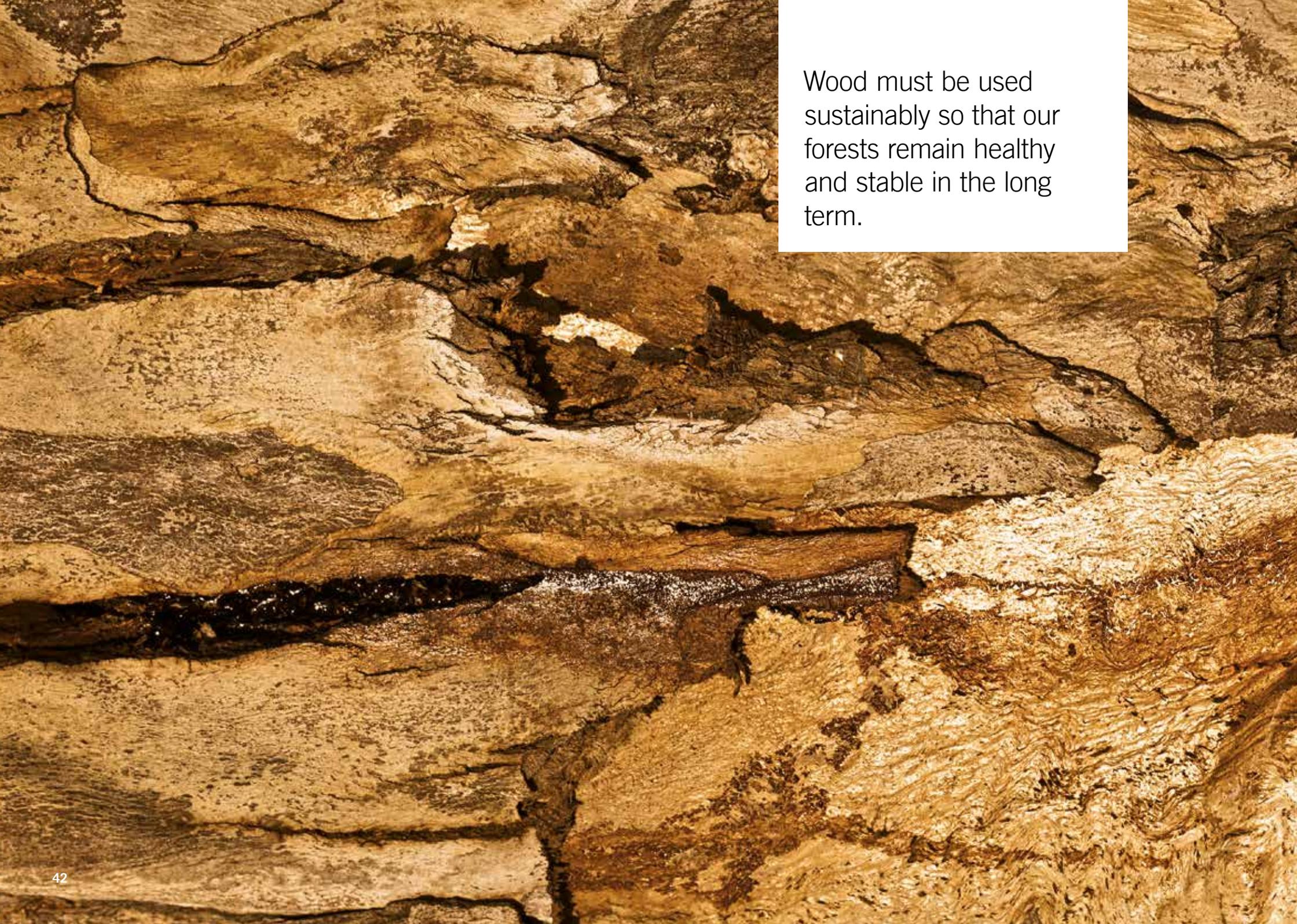
**Component assembly: our qualified experts assemble each part to make a high-quality whole.**





720, Rüegg Studio Solothurn (CH)



A close-up photograph of a tree trunk, showing the intricate, layered structure of the bark and wood. The bark is thick and deeply furrowed, with various shades of brown and tan. The wood beneath is lighter, showing distinct growth rings and a fibrous texture. The lighting highlights the rough, textured surface of the bark.

Wood must be used sustainably so that our forests remain healthy and stable in the long term.





## PASSIONATE ABOUT OUR FIERY CRAFT



**B**ehind the name “Rüegg Studio” lies an exclusive sales and marketing concept. Rüegg products are distinguished by their high-quality materials, durability and exclusive design. Those who opt for a Rüegg fireplace should have many years of pleasure from it. It is thus of tantamount importance to us that we work together with select fireplace fitters who ply their trade with passion. After all, having a fire in your home is a matter of trust. Our Rüegg Studio partners satisfy the highest demands when it comes to the technically and aesthetically perfect planning and implementation of a fireplace project. During a comprehensive consultancy session at the studio or directly in your own home, you discuss with your fireplace fitter what your dream fireplace should look like and how it can be implemented in your living area.

Our various Rüegg Studios regularly exchange information and ideas at training courses, seminars and regional informal meetings. This bundling of expertise is also expressed in the quality of our products. As a family business we believe it is important to be able to count on long-term partnerships with excellent fireplace fitters. You can also experience this uncomplicated family atmosphere when you visit your local Rüegg Studio.

You can find a list of the around 170 Rüegg Studio locations at:

**[www.ruegg-cheminee.com/dealers](http://www.ruegg-cheminee.com/dealers)**





## RÜEGG SURPRISE. OUTDOOR FIREPLACES ALL YEAR ROUND

**T**his unique fireplace combines design with enjoyment and easy handling. Besides providing a romantic fire to gaze into on warm summer evenings, the Surprise also turns autumn and winter garden parties into cosy events. Depending on the amount of wood used, the hotplate can be heated to 250 to 300°C: the perfect temperature for a successful barbecue. You can prepare delicious meals on our outdoor fireplace. The unpleasant smell of smoke which could annoy your guests or neighbours is limited on the Rüegg Surprise and disappears up the flue pipe. Thanks to the sliding doors, which can be easily opened and removed for cleaning, no unpredictable embers can escape. Convinced? Then come outside for some fireside fun!



A close-up photograph of weathered wood, showing deep, irregular cracks and a textured surface. The wood is a mix of brown and grey tones, indicating it has been aged or dried. The cracks run in various directions, creating a complex, organic pattern.

For a low-emissions fire, use firewood which has been properly stored for one to two years.





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## “A DESIGNER PIECE WITH VISION.”

**Marie-Therese Brunner**, Murg (Switzerland)

**M**arie-Therese Brunner wanted a fireplace with an all-round view and thus opted for our Cubeo model. Her fireplace fitter realised the design and materials she had selected in exact accordance with her ideas. She is extremely happy with the combination of purist shape and lively flames. “I light a fire practically every day in the winter – on Sundays often early in the day for brunch,” says the dedicated businesswoman. “I love sitting in front of the fire to dream, doze, read or listen to music.”





Wood fuel is important for a future-proof supply of energy without gas, oil and nuclear power.





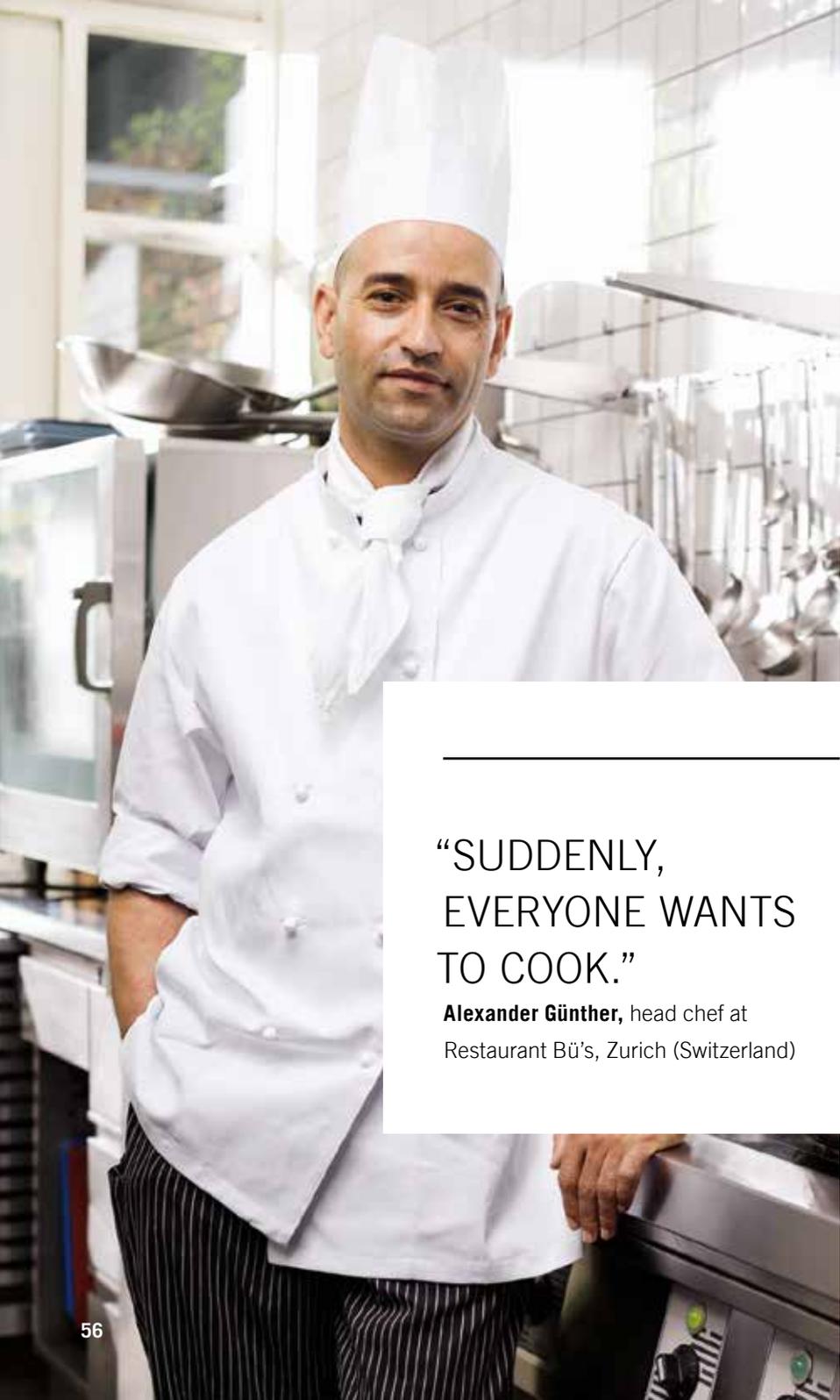
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“AMBIENT AND HEALTHY  
RADIANT HEAT – AND WE  
SAVE ON HEATING COSTS.”

**The Hillnhütter family**, Freudenberg (Germany)

**F**or the Hillnhütter family it was clear that their fireplace should be able to store heat for as long as possible, like a tiled stove. A storage heating stove insert (SOE) proved to be the perfect solution for them. Simply lighting it and adding one extra load of wood is enough to enjoy many hours of pleasant fireside heat. “We’re always surprised at how quickly the radiant heat of the fire relaxes us. There’s nothing better after a stressful day. The fact that we also save on heating costs with the SOE is a welcome side effect. Our Rüegg Studio showed us what was possible in our house and implemented the project even better than we imagined.”





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“SUDDENLY,  
EVERYONE WANTS  
TO COOK.”

**Alexander Günther**, head chef at  
Restaurant Bü's, Zurich (Switzerland)

## COOKCOOK

# THE INDOOR COOKING AND BARBECUE SPECIALIST

**C**ookCook puts fire back in its original place in the kitchen. This all-rounder can be quickly converted into a hob or barbecue grill and is an absolute highlight for any cook who loves to experiment. Alexander Günther was all aflame for the CookCook the minute he set eyes on it. The innovative stove convinced him with its even distribution of heat – plus cooking on the CookCook is quite simply great fun! “It’s essential that you enjoy yourself when you’re cooking,” says Günther as he puts another piece of wood into his CookCook. “You can taste this joy later when you eat. And cooking on the CookCook is an experience every single time.” The fire crackles evenly and Günther closes the little door.

Two or three logs generate enough heat for an entire menu. The cook is preparing a vegetable dish. For this and for barbecue food he just loves to use his kitchen fireplace.

COOK<sup>®</sup>  
COOK  
Designed by Rüegg









**Designed & Engineered in Switzerland**

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