

The drying rack that lasts a lifetime!

H A N G
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B I R D

Start-up in Munich produces an innovative furniture for sustainable living in co-operation with workshops for people with special needs.

We all know the problem: The drying rack gets in our way!

Hangbird has developed a practical and timeless solution that lifts your laundry up and away to dry. The hanging drying rack provides households a clever space saving solution to maximize valuable living space (in particular in urban environments) and to simplify an everyday task. It can be configured in size and in wood and rope colours to fit individual design preferences.

Hangbird is manufactured in co-operation with workshops that employ people with special needs and was originally launched by a crowdfunding campaign on Kickstarter in summer 2016. Meanwhile several hundreds of frames have been sold. Samuel Kutter had built the original prototype due to his own needs, later developed the product and founded Hangbird.

Before the birth of his son, Samuel Kutter wanted a simple space-saving solution to hang-dry the laundry for his growing family. Inspired by an old-fashioned drying rack, from his time studying abroad in England, he developed a modern and practical model and unintentionally built his first prototype. After positive remarks and encouragement from friends and family, he recognized the potential for a product. That his product can be manufactured sustainably and in a socially responsible way just reinforced his vision and Hangbird was born. Personally for him, the time was right for establishing his own venture after having worked at consulting firms, multi-nationals, as well as a solar-energy Start-up.

In summer 2016, Hangbird successfully acquired the first customers by a crowdfunding campaign. They participated in the final development of the product by helping to choose frame sizes and rope colours.

Hangbird de-clutters your home and liberates space. It uses the warmer air close to the ceiling, creating a natural flow of air, which in turn dries your laundry faster. This helps to renounce the electric tumble dryer, and hence Hangbird saves energy and money and contributes to saving resources.

The simple, timeless design and different, individual variants (size, wood surface and rope colours) should make the everyday task of hanging laundry more attractive.

Most materials such as the wood and ropes originate from Germany. These high quality materials guarantee a long life. Hangbird was designed in a way that it can be manufactured in cooperation with workshops that employ people with special needs as well as small and family owned companies for wood sourcing and the surface treatment.

Web site: <https://www.hangbird.net/en>

Video clip: EN <https://www.youtube.com/watch?v=hm2vbbqi9tY>

DE <https://www.youtube.com/watch?v=IGsCiKKAd-k>

Kickstarter (2016): <https://www.kickstarter.com/projects/1840530227/hangbird-a-drying-rack-that-liberates-your-living>

Social Media

Facebook [hangbird.net](https://www.facebook.com/hangbird.net)

Twitter [@hangbird_net](https://twitter.com/hangbird_net)

Instagram [@hangbird_net](https://www.instagram.com/hangbird_net)

Google+ [HangbirdNet](https://plus.google.com/+HangbirdNet)

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Product Description (extract from brochure)

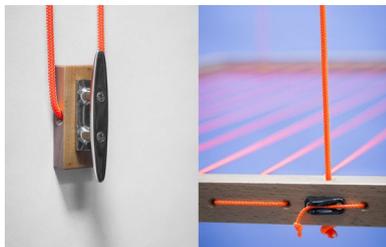
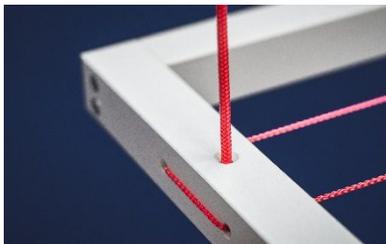
Purpose

Hangbird solves a problem we all know:
The drying rack is in our way.

Using a pulley system, Hangbird lifts your laundry up under the ceiling and out of the way, creating more living space.

It dries laundry faster than any other drying rack as it takes advantage of the natural rising warm air in your home. The frame accommodates a clothesline of up to 22 meters (24 yd), holding up to three loads of laundry. The clothesline can be used optimally, since each individual clothesline is long and continuous. Thus also ideal for large pieces of laundry, such as bed linens.

Hangbird is childproof: It cannot tilt like conventional drying racks.



Environment

Hangbird is sustainably manufactured in Germany: the wood is sourced from German forests and Hangbird uses high quality materials like beech wood, ropes and nautical fixtures that all guarantee a long life.

The use of Hangbird will cut your energy bill, reduce your carbon footprint and preserve your favourite clothes longer. On average, it reduces the current consumption of a 3 person household with an electrical dryer by one quarter, thus reducing annual electricity costs by up to approx. 250 €.

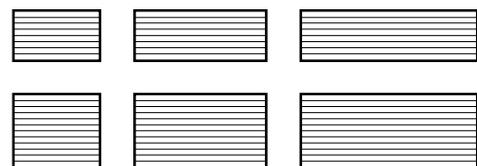
Individual Design

Hangbird is delivered as a complete kit with all necessary parts, including mounting anchors (for massive and suspended ceilings) as well as step-by-step assembly instructions. For installing, conventional tools are necessary.

The size and design can be customised individually:

- 6 different frame sizes
- Wood surface: natural or glazed white varnished
- Rope colours: white, grey, blue, bordeaux, orange and red

Sizes



Wood



Rope colours

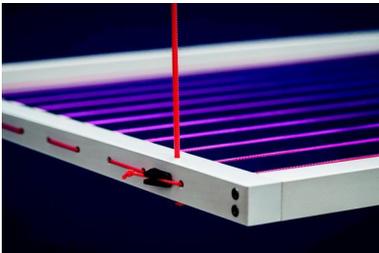


Selection of available pictures

Scenes



Details (selection)



Samuel Kutter, entrepreneur and founder of Hangbird, has a science background and after working for big companies in consulting and an international group, he found his way to “small” enterprises: as executive board member of a solar energy start-up and as freelancer for several technology companies. Now the time is right to run his own venture with a down-to-earth product – that takes off.

The Hangbird, the Baltimore Oriole (lat. *Icterus Galbula*), is a songbird from America. It winters in the Central American tropics and returns to North America in spring for breeding.

Photos: Axel Öland

High resolution images available on request.

More pictures at <https://hangbird.net/en/downloads/>