



# HOUSTY HOME LIFT



Artistic Lift Brighten Aesthetics of Life

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HOUSTY•Artist  
HOUSTY•Pianist



# Company Profile

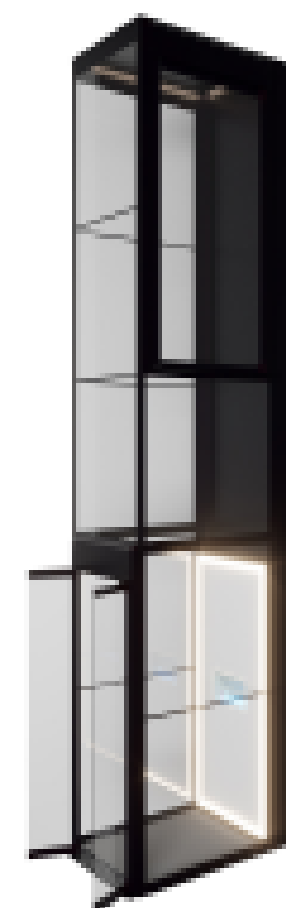
HOUSTY is following the design concept of art, safety and practicality.

HOUSTY is continuously developing R&D, exploring the higher level of manufacture concept in the long-term development.

The design of each product, the grinding of each part, the adjustment of each process and the choice of each component, are all in the pursuit of the appearance of art.



Exceptional design creates lifting art.



## About us

HOUSTY is following the design concept of art, safety and practicality. HOUSTY is continuously developing R&D, exploring the higher level of manufacture concept in the long-term development.

The design of each product, the grinding of each part, the adjustment of each process and the choice of each component, are all in the pursuit of the appearance of art.



# Corporate Philosophy

Artistic home-lift brightens aesthetics of life

## Ideal

Inheriting the beauty of industrial design with the spirit of craftsmanship, with outstanding quality to establish the industry model.

## Mission

With both aesthetics and practicality, meet the diversified desires of customers, adapt to daily life scene.

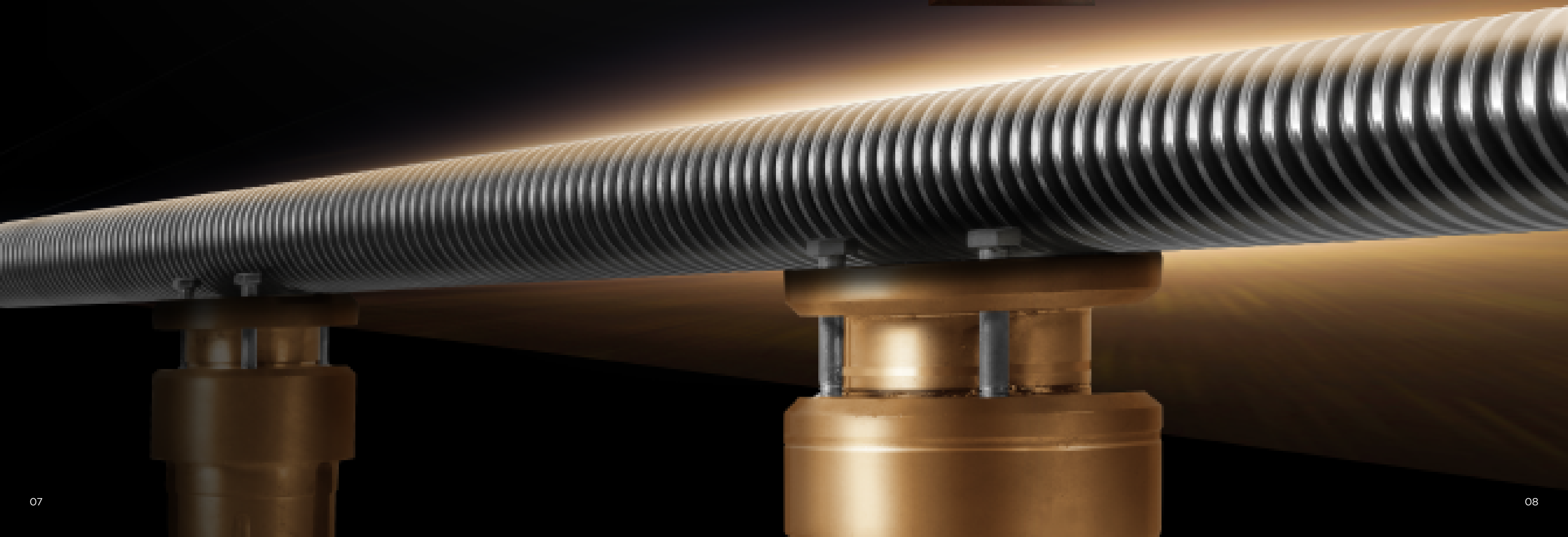
## Vision


To achieve the aesthetics of home space.

# The screw is driving new fashion of modern life

With a history of 230 years, under the development of urbanization and increased aging population, UK became the largest market for screw-driven lifts.

An increasing number of families pay attention to screw-driven lift, for its simple construction requirements, safety and other factors. Except product quality, users also make higher requirements for the experience and atmosphere.





Why are more and more families  
choose screw lift?

Three key points for screw-driven lift

**1** Side

Simple Installation Condition

Mini mum  
**0.9** m<sup>2</sup>

Low Space Requirements

**NO**  
Turbulence

Stable and Safe Operation

# *Light of* Honor

In history, It is the precipitation of Britain's centurial industry technology;

Now, it is a trendy paragon of exceeding the legend of home lifts ;

In future, it will be the leader of the expected modern life.



# Core advantages create aesthetics of life

With the guidance of aesthetics, HOUSTY is the creative fusion of music, painting and architecture.

And art aesthetics run through the process of manufacture, sales and service.

The core value of art-aesthetics, provides users with more aesthetic enjoyment. This is the original start-point, is also the final destination of HOUSTY.



Life  
Aesthetics



Global  
Development



Global  
Supply Chain



Life-circle  
Service



# Rivet-free Craftsmanship for Art

With the deep understanding of art and life,  
HOUSTY is not only focusing on rigorous standard in R&D,  
design details, quality checking and supply chain,  
but the innovation of space vision and the pursuit of perfect life.  
It makes HOUSTY become artwork in daily life.





## HOUSTY-GLOBAL STRATEGY

Screw-driven lift originated from Europe. As old industrial empire, Britain has centurial precipitation in R&D, design and high-level manufacturing technology.

Based in Europe, HOUSTY expands to the global market, and continues to develop and strengthen the cooperative partnership.

HOUSTY adheres to be independent on R&D and design, make cooperation with Sweden, Germany, France, Austria and other global enterprises, optimize the core component supply, to ensure the EU standards from the sources.

HOUSTY has set up more than 50 showrooms in China, Australia, Malaysia, Thailand, Indonesia and Singapore, and is gradually moving towards the Middle East and South America, and widely blooming in the global market.

# Life-circle Management System

HOUSTY adheres to integrate R&D, manufacture, sales, installation and service, make customer be satisfied in the life-circle of lift.



# International Competence Certification

CE is a safety certification as passport to enter the European market. HOUSTY installations are in compliance to CE technical standard, as EN81-41/2010 and EN41-20/2014.



International Competence Certification



# Professional Certification

ISO9001 is an international standard established by TC176 (Technical Committee of Quality Management System). ISO9001 International quality management system standard is the most mature management system and standard in the world so far, has been adopted by more than 100 countries in the world.



ISO9001  
Quality Management System

# Professional Certification

The German safety certification is approved by the TÜV RH for component products, which is widely accepted in Germany and Europe. TÜV RH is an international certification organization with branches in more than 30 countries around the world, has a history of more than 130 years in the field of product inspection and certification.



TüV



# *Light of* Technology

From Experience to Experience Plus

# Global R&D Capabilities

HOUSTY is leading the forward-looking plan of R&D globally, with the innovation capabilities.



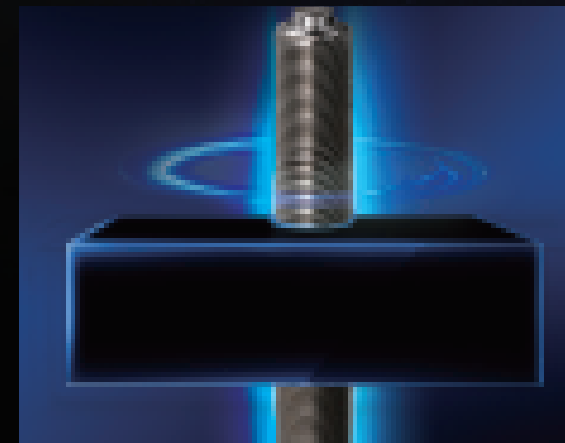
**Driving System**

Hexagonal-thread screw  
from Sweden



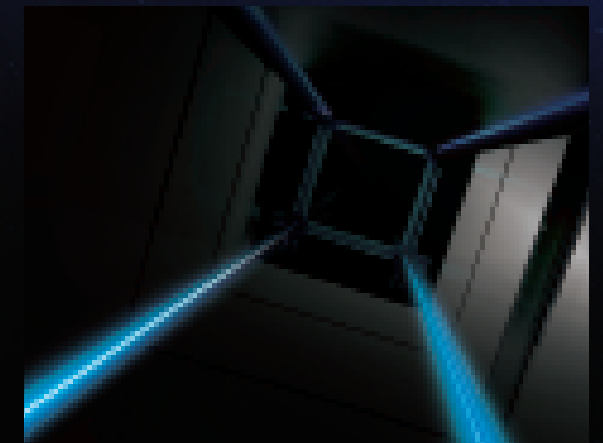
**Door System**

Automated door



**Brake System**

Silent brake



**Rail System**

Integrated guide rail



# All-round Customized Plan

HOUSTY is integrating intelligent technology, aesthetic design,  
fine construction and caring service,  
to personalize high-value solutions for the ideal life.

**70%**  
Space Efficiency

**2100<sub>mm</sub>**  
Top Height

**Rirvet  
Free**  
Craftsmanship

**50<sub>mm</sub> Pit**  
Installation

**Shaft Light  
128**  
colour

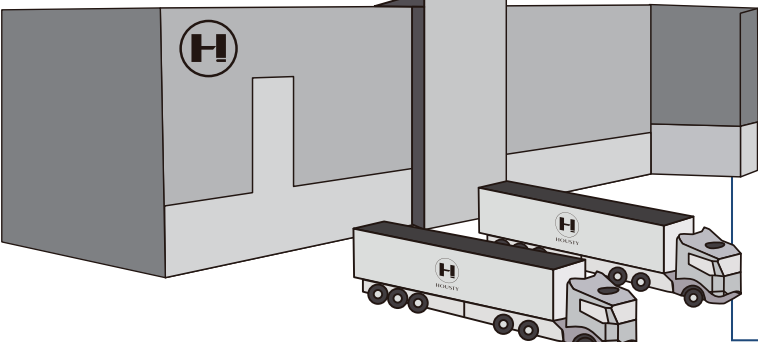
Leading the development  
of the home-lift industry  
with higher efficiency & innovation!



**15+**  
**Country**  
**Expansion**

HOUSTY is expanding in more than 15 countries in the Asia-Pacific market, and making better performance in the blooming Chinese market.

**Super Factory 8000m<sup>2</sup>**



Location: Suzhou China  
Area: 8000 m<sup>2</sup>

Further optimize the layout of R&D, production, supply chain and service.

**1000+ Villa Owners**

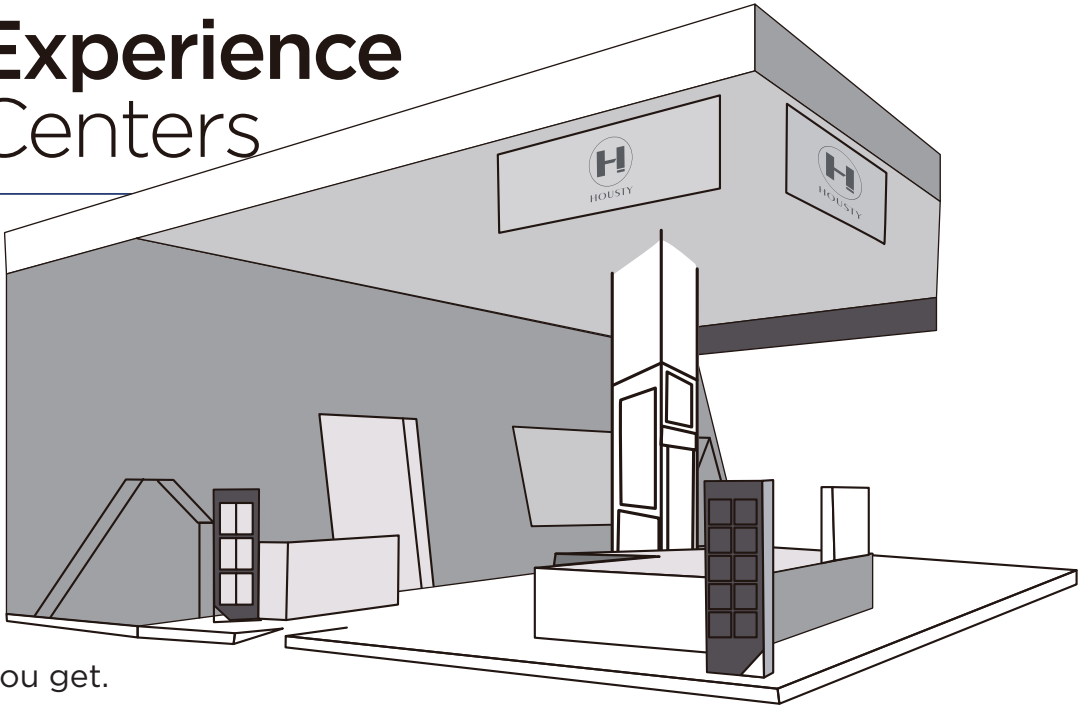
Meet the different installation needs of customers, provide multiple customized solutions, for owners' high-quality home life.



**50+ Experience Centers**

What you think  
is what you see,

What you see is what you get.





# Exceptional Design Creates Lifting Art



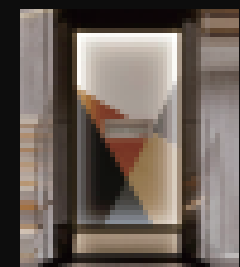
**Safety Edge**



**Operating  
Panel**



**Digital control  
cabinet**



**Individualized  
Background**

# *Light of* Aesthetics

Make the personalized lift more adaptable to your life scene and highlight your ultimate quality of life,  
Create more convenient vertical passages,innovate the urban space philosophy and aesthetics of life.







# *Light of* Services

HOUSTY, makes home lift to enter household  
more conveniently and comfortably



# Triple systematic Management For Premium Quality

Housty originated in Europe,  
and had formed a complete and systematic industry standard.  
Referring to the EU standards,  
HOUSTY formulates higher standard of product inspection and testing.  
In addition to creating extraordinary life aesthetics,  
HOUSTY sets up "triple quality" system-EU quality, aesthetic quality and safety quality,  
to ensure the premium quality of the artistic lift.



## 01 EU STANDARD

In view of the bearing thrust, stability, running speed,  
noise coefficient and other parameters,  
a range of strict corporate criteria have been formulated to assist the  
brand to achieve innovative leap of aesthetic quality.



## 02 AESTHETICS GUIDANCE

With the guidance of aesthetics, HOUSTY integrates the combination of art,  
culture, fashion, aesthetics, philosophy and psychological pleasure into the  
modeling, colour and appearance creation of lift,  
and helps the brand to achieve innovative leap of aesthetic quality.



## 03 SAFETY CONTROL

In order to make the safety quality reach the excellent standard,  
the R & D engineers establish the quality control and inspection system  
according to the design scheme, and the quality responsibility is implemented  
to the departments and persons.

# Luxurious Customization and Flexible Size

A variety of size specifications, loads, shaft style.

Triple direction choice with twin-door at same floor.

HOUSTY can be installed in short height.

Mix and match the colour of shaft and door frame to make full play to your artistic imagination.

# Considerate Service

Integration of R&D, manufacturing, sales, installation and after-sales, providing guaranteed service; 10-year warranty for screw and nut; Professional after-sales management in maintenance; exclusive professional service team.



Solve the living problem of up  
and down in 7-day.  
Enjoy safe, convenient and  
comfortable lift service.



## All-round personalize Service

### STEP 1 - Pre-sale

| Expert Advice | Accurate Measurement |  
| Personalized Solution | Showroom Experience |

### STEP 2 - Sales

| Solution Confirmation | Production Tracking |  
| Punctual Delivery | Professional Installation | Impressive Warranty |

### STEP 3 - After-care

| E-record | Interval Visit | Spare Supply | Smooth Communication |



## Luxury Case

# Beyond the boundary of imagination

HOUSTY uses hexagonal-diagonal thread screw, Swedish original imported, to ensure the comfortable, stable and silent travel, to provide more convenient vertical traffic experience.

HOUSTY develops a variety of safety protection functions, to ensure the safety for users. Home, is the most peaceful harbor for everyone.

To jointly create brand-new experience of modern living, is the basis for the strategic cooperation between HOUSTY and the real estate developer. At the show room, on the basis of 20-meter wide glass and customized natural marble entrance hall, customized HOUSTY home lift is newly installed, above luxury, is bringing every owner a "senior luxury hotel" like home courtesy.



# Luxury Case

## Beyond the boundary of imagination

### Product Configuration

Model: HC1500-XL

Colour: Oak Black RAL9005

Artistic Wall: Pure White

Reserved: 1495mm\*1486mm

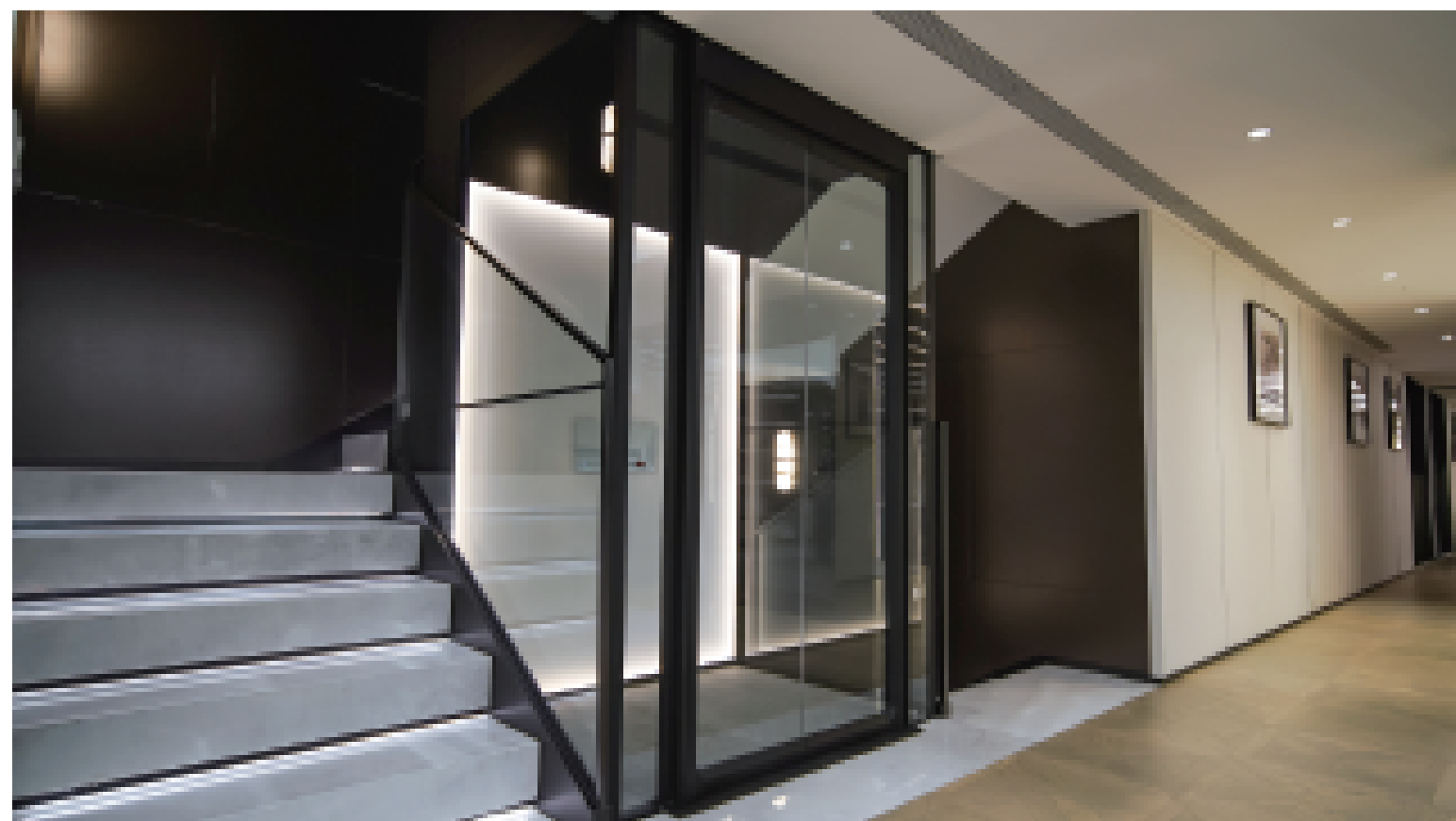
Platform: 1415mm\*1075mm

Door Type: Automated Door

Rated Load:: 400kg, 4-6P

The customized HOUSTY home-lift in the show room has been carefully engraved, and the overall design beauty is neutral colour. With simple black and white colour, it perfectly fits the luxury texture of the wide landscape villa mansion, and outlines the quiet and high-level home atmosphere.

HOUSTY home-lift adopts the unique industrial design concept, the whole lift adopts the simple and atmospheric design style. In details, through the design without rivets, the whole lift precision stitching, without rivets exposed, to achieve the artistic presentation. Three-side of the sightseeing glass, using the unique design of the fine frame, transparent atmosphere. The ray of downy light of background wall is partly hidden and partly visible, in harmony with bright colour sofa. The layout of the lift is highly transparent and chic, without too much decoration, in the surroundings of luxury and stylish furniture.





# *Light of* Responsibility

Have the ambition and courage to expand the territory &  
the responsibility to serve the society



# ESG

HOUSTY always adheres to the social responsibility into the operation management system, and implements the social responsibilities in manufacture, safety, environmental protection, staff's right, and social public welfare.

## Safety

Firmly build safety awareness, and system for the functional departments in the whole process.

## Green & Environmental

Promote the sustainable development of society through sustainable material selection and energy saving, and most of the majority of components can be recycled.



# To serve the special groups in the family, is our original intention.

## Safety technology&patents for the elder

From the start of R&D, we give priority to the travel needs for the elders, kids and pregnant women.

## Safety technology&patents for the elders and kids

UPS Emergency Landing, Intelligent Door, Emergency Stop Button, Sensitive platform edges, Fire Emergency Retraction.



## Staff and Partnership

With the British cultural heritage and positive international exchange, we have set up a series of perfect welfare system to attract global excellent talents and partners to join us.

Equality	Family Day
International Exchange	Perfect Benefits

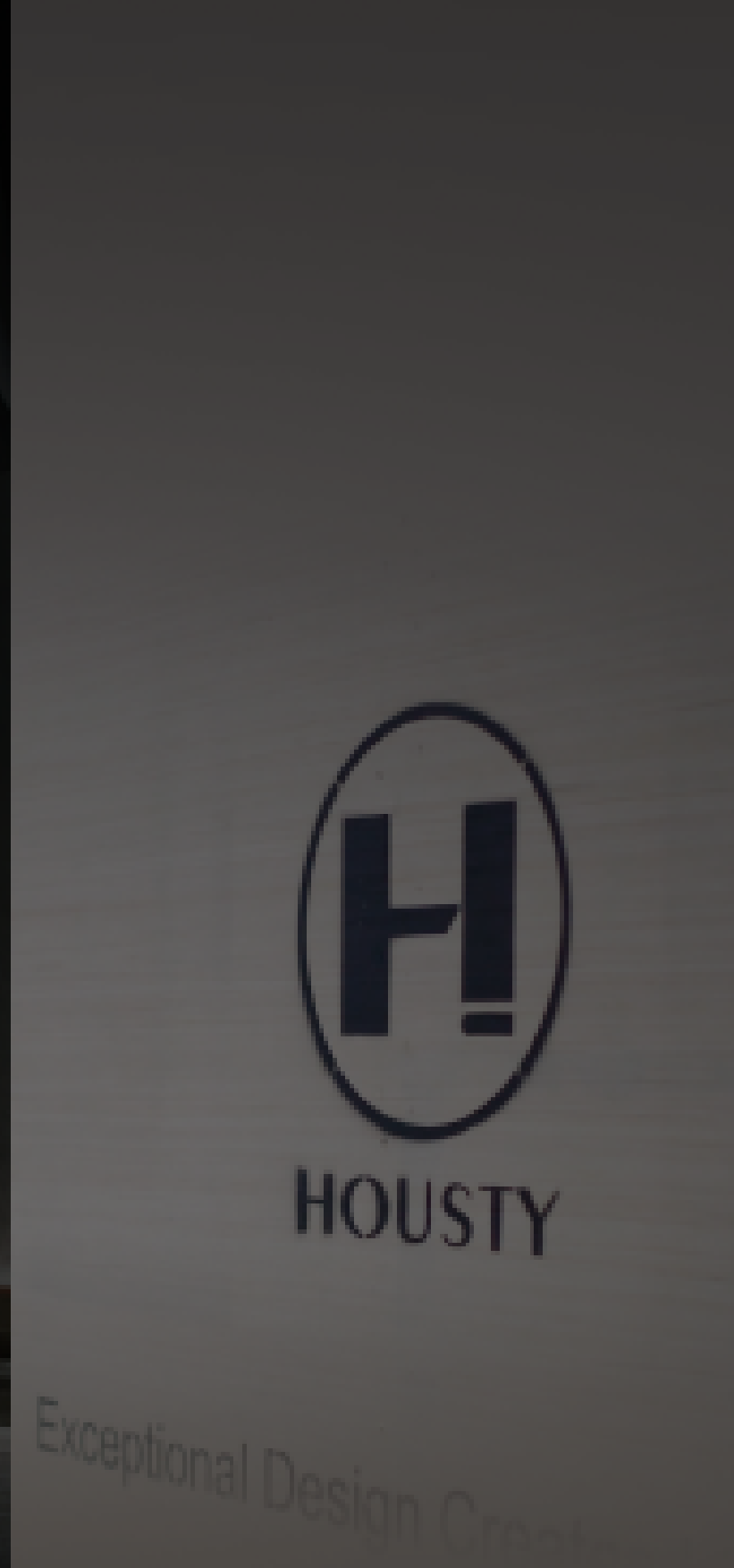




Innovation



Art



Service



Customization

HOUSTY

# *the* Artist

The invited professional designers of HOUSTY,  
in terms of colour, accessories,  
machine appearance and intelligent experience,  
integrate more forward-looking innovation and fashion personality elements,  
create more exclusive customized services for customers,  
to create a new era of customer-centered experience.



Exceptional DesignCreates Lifting Art

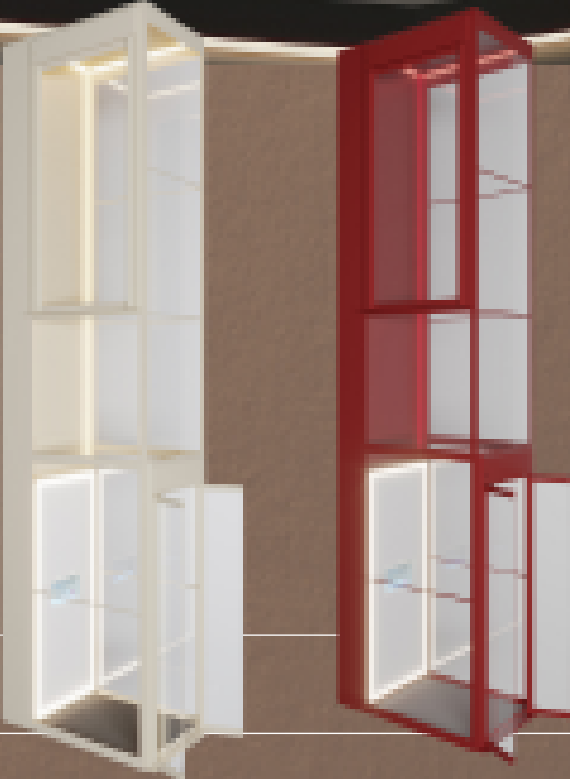
Professional design, to be perfect fit with home aesthetics.  
Well-chosen colour to express fashionable character, change traditional elevator's dull-style.  
Sightseeing glass and metal shaft flexible match, balance the appearance and personal privacy.  
Unique automated door system, atmosphere and intelligence.

Brighten Aesthetics of Life

Three sides of glass, fine frame, fashionable artistic aesthetics.  
Intelligent optical lighting system, colour-adjustable stripe light.  
Artistic background wall.  
Various carpet, both romantic French style and Chinese classics can be easily matched.

Model: HOUSTY Classic

Colour: 



HOUSTY Classic



HOUSTY

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# *the* Pianist

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Pianist, with the sound of the art, plays the light of hope.

Art lift, with ingenuity quality to brighten the beauty of life.

HOUSTY Pianist lift, inspired by the elegant piano,  
makes classic black and white as the keynote.

The rationality and sensibility of art through different design styles,  
integrate into the design, compose a brand-new aesthetic art experience.



HOUSTY · Pianist



Silent-Tech |  
Focus on details of the improvement

Hexagonal-thread screw brings smoother and silent travel.  
New generation roller guide technology, effectively reduces the travel noise,  
with the new auto-lubrication technology.  
Silent brake, new motor and contactor for home-lift, lower drive noise in every details.

Model: **HOUSTY Elegant**

Colour: ☐ ☐

HOUSTY E l e g a n t





## HOUSTY · Pianist

### Easy maintenance | No-worry in future

Hexagonal-thread screw brings smoother and silent travel.

New generation roller guide technology, effectively reduces the travel noise, with the new auto-lubrication technology.

Silent brake, new motor and contactor for home-lift, lower drive noise in every details.

### Flexibility | Play your artistic imagination

17-size available,

and the minimum installation area is less than 1 m<sup>2</sup>.

A variety of rated load, shaft scheme and door directions.

Flexible customization options for shaft and door frame colour.

Classic black and white colour of designer selection, match variety of home decoration style.

Balon carpet, are mildew proof, insect proof, and waterproof, and washable.



## HOUSTY Elegant



HOUSTY is upgrading the space utilization, about 70% efficiency.  
HOUSTY has a variety of sizes for flexible choice,  
the minimum reserved size is only 935mm\*1011mm,  
and the platform size is 600mm\*855 mm.

# Flexible Size For Installation

The size of HE is the same as that of HC

## HC1000

Reserved Width:935mm  
B Door Opening:660mm

MINI

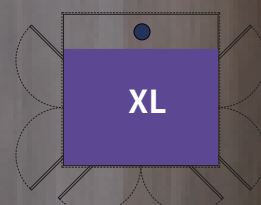


Platform:855\*600mm  
Reserved:935\*1011mm  
Rated Load:250kg 2~3p

## HC1500

Reserved Width:495mm  
B Door Opening:900mm

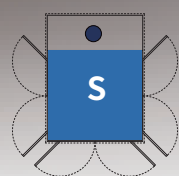
MAX



Platform:1415\*1075mm  
Reserved:1495\*1486mm  
Rated Load:400kg 4~6人

S

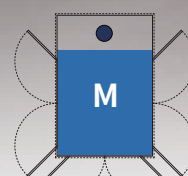
Reserved Depth:1246mm  
AC Door Opening:660mm



Platform:855\*835mm  
Reserved:935\*1246mm  
Rated Load:250kg 2~3P

M

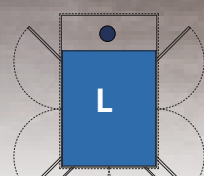
Reserved Depth:1386mm  
AC Door Opening:800mm



Platform:855\*975mm  
Reserved:935\*1386mm  
Rated Load:250kg 2~3P

L

Reserved Depth:1486mm  
AC Door Opening:900mm



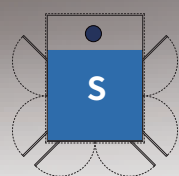
Platform:855\*1075mm  
Reserved:935\*1486mm  
Rated Load:250kg 2~3P

## HC1000

Reserved Width:935mm  
B Door Opening:660mm

S

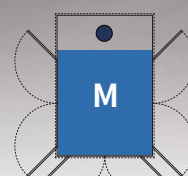
Reserved Depth:1246mm  
AC Door Opening:660mm



Platform:855\*835mm  
Reserved:935\*1246mm  
Rated Load:250kg 2~3P

M

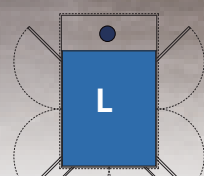
Reserved Depth:1386mm  
AC Door Opening:800mm



Platform:855\*975mm  
Reserved:935\*1386mm  
Rated Load:250kg 2~3P

L

Reserved Depth:1486mm  
AC Door Opening:900mm



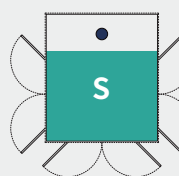
Platform:855\*1075mm  
Reserved:935\*1486mm  
Rated Load:250kg 2~3P

## HC1100

Reserved Width:1105mm  
B Door Opening:800mm

S

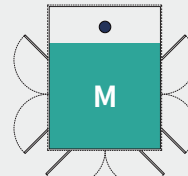
Reserved Depth:1246mm  
AC Door Opening:660mm



Platform:995\*835mm  
Reserved:1075\*1246mm  
Rated Load:250kg 2~3P

M

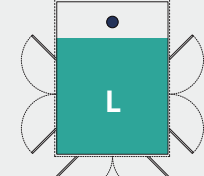
Reserved Depth:1386mm  
AC Door Opening:800mm



Platform:995\*975mm  
Reserved:1075\*1386mm  
Rated Load:400kg 4~6P

L

Reserved Depth:1486mm  
AC Door Opening:900mm



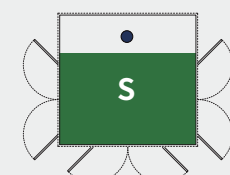
Platform:995\*1075mm  
Reserved:1075\*1486mm  
Rated Load:400kg 4~6P

## HC1300

Reserved Width:1325mm  
B Door Opening:900mm

S

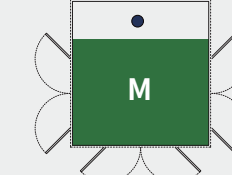
Reserved Depth:1246mm  
AC Door Opening:660mm



Platform:1215\*835mm  
Reserved:1295\*1246mm  
Rated Load:400kg 4~6P

M

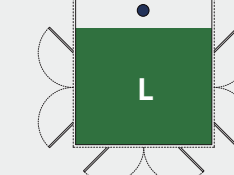
Reserved Depth:1386mm  
AC Door Opening:800mm



Platform:1215\*975mm  
Reserved:1295\*1386mm  
Rated Load:400kg 4~6P

L

Reserved Depth:1486mm  
AC Door Opening:900mm



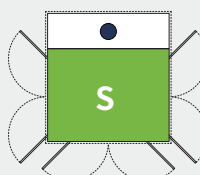
Platform:1215\*1075mm  
Reserved:1295\*1486mm  
Rated Load:400kg 4~6P

## HC1200

Reserved Width:1175mm  
B Door Opening:900mm

S

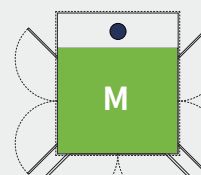
Reserved Depth:1246mm  
AC Door Opening:660mm



Platform:1095\*835mm  
Reserved:1175\*1246mm  
Rated Load:400kg 2~3P

M

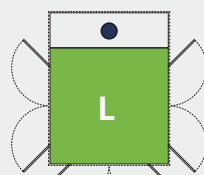
Reserved Depth:1386mm  
AC Door Opening:800mm



Platform:1095\*975mm  
Reserved:1175\*1386mm  
Rated Load:400kg 4~6P

L

Reserved Depth:1486mm  
AC Door Opening:900mm



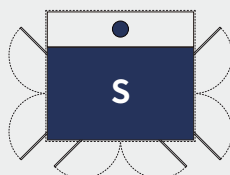
Platform:1095\*1075mm  
Reserved:1175\*1486mm  
Rated Load:400kg 4~6P

## HC1400

Reserved Width:1395mm  
B Door Opening:900mm

S

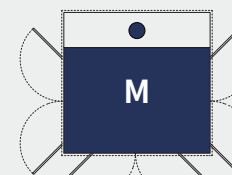
Reserved Depth:1246mm  
AC Door Opening:660mm



Platform:1315\*835mm  
Reserved:1395\*1246mm  
Rated Load:400kg 4~6P

M

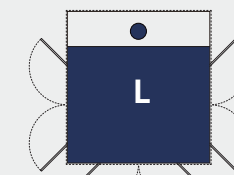
Reserved Depth:1386mm  
AC Door Opening:800mm



Platform:1315\*975mm  
Reserved:1395\*1386mm  
Rated Load:400kg 4~6P

L

Reserved Depth:1486mm  
AC Door Opening:900mm



Platform:1315\*1075mm  
Reserved:1395\*1486mm  
Rated Load:400kg 4~6P

# Safty & Operation Function

Main Function	Introduction
Traction	Driven by Screw
Control System	SSID Control System
Silent Brake	SSG Brake System
Roller Guide Shoe	Silent Operation
Lubrication System	Auto-lubrication
Door Lock System	Electronics&Mechanical
Emergency Brake Button	Emergency Circumstances
Wireless Emergency Call	Reserve 10 Phone Numbers, One-button Call
Emergency Descent	Backup Battery&Motor
Calling Button	Touch Calling
Control Operating Panel	Mechanical Panel
Platform Edge	Emergency Stop
Background Edge	Emergency Stop, Top Limited Switch
Basic Function	SAFS, Intelligent Door, Fire Emergency Return, Battery Supervising System, Over-loading Protection, UPS Emergency Landing
Shaft Profile	Aviation-grade Cellular Aluminum (6005-T5)
Shaft Glass	Double-layer Explosion-proof Toughened (5mm+0.76mm+5mm)
Sustainability	95% Recyclable
Technical Standard	EU: EN 81-41-2010/EN 81-21-2014
Delivery	6-Month

