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ELICA AND COOKING: A NEW POSITIONING DRIVEN BY INNOVATION, CREATIVITY AND DESIGN.

The Fabriano-based company marks an important step in its advancement thanks to a new positioning, revolutionary products and a fully revised brand identity. All on show at Eurocucina 2024.

Milan 21 March 2024 - Just a little less than one month away from the following Eurocucina, Elica is ready show itself off to the world with an ambitious strategy and a precise mission: **to play a leading role in the global cooking market**. The launch and consolidation of this evolution are supported by significant product innovations, a renewed brand identity and an **investment of more than 40 million Euros over 3 years**. This marks a turning point for the Fabriano-based Group – already a global leader in kitchen extraction systems. Main Focus: **R&D and marketing activities**, aimed at achieving revolutionary results in the field of cooking appliances.

"After the first fifty years of operation in air extraction, thanks to which we have earned the trust of our stakeholders and customers, we decided to reinvent our business by entering the world of cooking. This journey began back in 2016, when we launched the NikolaTesla extractor hobs line, which today is heightened by even more cutting-edge strategies and products" - Elica Chairman, Francesco Casoli commented - "Our historic attitude to challenge the ordinary has led us back into the game, with the clear aim of becoming a key player in the sector. Once again, we provide the market with beautiful,



functional and user-friendly solutions, driven by creativity, technological innovation and design. And also propelled by our Italian know-how, which is still an important value-adding factor, highly appreciated internationally."

This is a breakthrough decision made by the only white goods manufacturing company based in the Marche region, which proudly possesses Italian capital. Called from now on to compete with the major foreign players, Elica marks its entry into a new market category by presenting **Lhov**, the utmost expression of the '3 in 1' revolution of modern kitchens. Lhov is a first-ever single appliance that integrates a hob, hood and oven, thus creating a new product category. Along with this absolute innovation, Elica will exhibit numerous other new products at Eurocucina 2024, such as the **Virtus Multi 60 DD oven** (already winner of the "Archiproducts Design Awards 2023" in the Product & Interior Design category).

"We have never given up on developing innovative kitchen solutions capable of attracting an increasingly demanding consumer base." –Elica's Chief Marketing Officer, **Marco Garbuglia** commented- "We have worked tirelessly to expand our product line, since the design of our first extractor hob, culminating in the launch of an advanced cooking line, in which Lhov plays the starring role. We are and will always be ready to amaze and surprise our customers and partners worldwide."

Our rebranding strategy begins with **a new logo**, which takes from the essence and soundness of Elica's first brand identity, that has now evolved **into a full-impact, future-forward visual element**. A new color palette and undeniably rigorous shapes, tell Elica's story in a one-of-a-kind and unmistakable way, capable of encapsulating core values like creativity, design and innovation.

Our **new Extraordinary Cooking pay-off** takes the company out of the ordinary to embrace the extraordinary. We like to take on a **thinking outside the box** attitude to create beauty and value, by **anticipating market trends** and sparking new ideas, opportunities and experimentation every day.

Among the many novelties of 2024, Elica has also signed **a sponsorship with Ducati Corse**, a company sharing its pursuit of excellence, a genuine spirit of innovation with the ambition



to successfully challenge the ordinary. This will allow the brand to reach a global and increasingly growing public, as its name will be placed on the motorbike's fairing and on the overalls of both Bastianini and Bagnaia (two-time world champion) in the **MotoGP 2024** championship.

On the occasion of Eurocucina 2024, Elica will welcome visitors to a stand that goes beyond the traditional concept of a trade fair exhibition, which is a real, temporary architectural work, created by the **Calvi Brambilla and Partners** studio. "*This project was inspired by our desire to give shape to impalpable elements such as air and heat, masterfully handled by the company*" - commented Fabio Calvi and Paolo Brambilla, founders of the architecture studio. Visitors will pass through distinct spaces, each one distinguished by both a color and a light installation, which focus on specific topics like cooking, extraction and the new Lhov. The project creates totally immersive environments, thus making the stand a truly unique sensorial experience."

At the FuoriSalone, in the evocative courtyard of Palazzo Litta, Elica will present the Design Week public with a dreamlike and striking art installation, designed by the Japanese duo **we+** and curated by the **Fondazione Ermanno Casoli**.

ELICA

Elica, Italian company standing at the forefront of cooking appliance production and design, a global leader in kitchen extraction systems with over 50 years of history. European major player in the production of electric motors for household appliances and heating boilers. 2,600 staff employed in its Fabriano headquarters and in its seven production sites in Italy, Poland, Mexico and China: these are Elica's figures, successfully achieved under the constant guidance of the company President Ermanno Casoli. Results driven by corporate values that have always inspired every single project, product and activity: design that meets aesthetics and performance for an extraordinary cooking experience, art destined as a model for creative processes and working methods, and innovation to support technological solutions capable of enhancing product functionality.