

## Elica launch in Spain the Air Partners program and its European road-show

*On Tuesday September 25<sup>th</sup> the first stage in Barcelona*

Milan, September 24<sup>th</sup> – Elica, the leading multinational company in the extractor hood industry, will open in Barcelona on Tuesday, September 25<sup>th</sup>, the first stage of the Europe 2018 Roadshow, which will also be an opportunity to present the Air Partners program. The activity is part of an internationalization plan developed by Elica, which aims to strengthen its business also in foreign markets where it is already present: Spain, France, UK, Russia, Croatia, Slovakia, Czech Republic, Germany, Hungary, Romania, Bulgaria and Greece.

A branded show-trailer will become the Elica showroom on the move. It will bring the brand's premium collections around Europe, including the innovative range of **NikolaTesla** induction hobs and the best selection of hoods able to answer all consumer needs in terms of installation: the ceiling line **Cloud Seven, Skydom, Illusion and Lullaby**, the **Haiku and Thin lines for wall and island installation and the suspended line Urban, Pix and Interstellar**, all characterized by a unique design and premium materials that make them real pieces of design.

The European tour will start from Spain: the opening leg will be held in Barcelona on September 25<sup>th</sup>. The roadshow will then continue in other major Spanish cities including Madrid, Pamplona, Burgos, Bilbao, to end in Malaga on Friday, October 19<sup>th</sup> and will involve hundreds of stores. Rich calendar of events scheduled: from moments of meeting with the trade and architects, who will have a training session on the products but also convivial moments with show-cooking and cocktail dinner, to activities aimed at consumers, who can discover the Elica offer directly on the show-trailer.

Barcelona is also the location chosen by the company to formalize the activation of its **Air Partners program** to the trade. An innovative project introduced last year in Italy with the aim of providing exclusive trade partners with training, instore and communication initiatives. It will start with the stores specialized in furniture and kitchen of Catalunya, and then be exported throughout the Spanish region by the year 2019.

*"The Air Partners Spain initiative makes us proud because it allows Elica to be even closer to our customers and their needs. The AIR PARTNERS project was designed to create an addictive and engaging relationship with our retailers. The exhibition centre of our partners thus become the place where we convey the quality and value of our products to our customers "* commented Marco Garbuglia, Group Head of Trade Marketing.

## *About the products*

The **Nikola Tesla family line** is composed by four innovative induction hobs with integrated extraction created to revolutionize everyday life and turn the kitchen's view upside down. Induction and extraction are perfectly combined in these four design pieces where the search for harmony and maximum attention to detail, together with innovative functions and unique performances, represent the highest expression of technology and design. **NikolaTesla line is the perfect synthesis of cooking and extraction**, smart, powerful and silent products offering consumers a genuine revolution in the kitchen, with truly unprecedented results.

The range of ceiling hoods **Cloud Seven, Skydom, Illusion**, once installed, blend completely with the ceiling. A discreet and functional design ensures excellent performances in terms of suction and an essential and clean design, perfect for those looking for minimal interior design. With these products, through a series of innovative light solutions, a unique atmosphere can be created in perfect harmony with the kitchen and the living room.

**Lighting** is also the inspiration behind **Lullaby**: an architectural, textural and lighting project that becomes the silent protagonist of the kitchen, offering new points of view and giving life to unprecedented situations in which users are pleasantly enveloped by a welcoming environment. The even, balanced distribution creates sensational and unique atmospheric lighting, with the possibility of adjusting the intensity and choosing the most suitable white tone.

The hood **Haiku** is synonym of silence. The range of extractor hoods Haiku incorporates **the essence of clean lines, superior extraction, quietness and precious materials**. This new Elica system is the result of the desire to simplify and create a pure form, freeing it of superfluous elements, while enriching it with different contents that work together in harmony. In just 32 cm of depth we find all the elements making Haiku an extremely innovative hood for its category. The body and flue are perfectly aligned without any discontinuity, creating a single edge that delineates the entire product. **Harmony and simplicity are the two basics on which Haiku is designed**. The cast iron effect aluminium grilles perfectly show the aesthetic linearity which strongly characterise the product. They are easy to remove and are equipped with a blocking system designed to avoid accidental falls.



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