

## **Elica is back at Eurocucina with lots of new products and a new communication concept: “We Are The AIRchitects”**

***Not just hoods, but smart devices, that communicate with other systems: the Marche based company will amaze and excite at the most important event in the field.***

Fabriano, April 2016 – Elica, the Marche based company, leader in the kitchen hood market and production, returns to Eurocucina (Hall 11, stand A22-A24), with a series of new products characterized by distinctive brand elements: **design, prestigious materials, refined finishes, high performance, easy installation and maintenance.** The leitmotiv being: connectivity and mobile technology.

All of the innovations presented, are exemplified by the new concept of communication launched just for this special occasion. *We Are The AIRchitects*, is a concept that showcases what Elica products do best, that is monitoring and clearing air, thus improving the quality of life inside the home. All thanks to the combination of the various knowledge and skills of the people, who make up the world of Elica.

On the occasion of Eurocucina, **a dedicated series of hoods and a line of hobs, able to communicate with each other**, will be presented. Products, which are able to detect the quantity and quality of vapors and odors, thus guaranteeing the best performance level automatically. Thanks to Elica, both the kitchen and the entire home, will breathe new air. The hood is no longer only a hood but a **smart device that communicates with other systems to assure clean air**. Every project starts off in the kitchen, and goes on to become something more: **air ‘domotics’**. Smart systems that, thanks to **connectivity, sensor technology and mobile applications**, automatically improve air quality in the home, and in absolute silence.

Automatic aspiration systems, which are in **the top energy class, silent, with very efficient filtering capacity (substantially over the normal standards), and with innovative lighting** that can be adapted to the other lighting elements in the kitchen.

For this event, the company will propose a brand new range of hoods that includes three **different product lines: Stream, Téchne and Iconic**. Products in the **Stream** line, are aimed at anyone who loves high technology, user friendly home automation solutions, that are simple and intuitive at the same time. These products are for anyone looking for smart systems that are able to communicate with each other, and monitor and improve kitchen air.

The hoods in the Stream line, wirelessly communicate with Elica hobs, detect the quantity and quality of vapors present, as well as the cooking zones that are in use and their power level, and allow for maximum efficiency in terms of aspiration; they can directly communicate with Snap, the innovative Air Quality Balancer, recently launched into the marketplace.

The **Téchne** line is characterized by special sensors that allow the hood to self-adjust, by monitoring the quality and quantity of fumes. Very high performance hoods with maximum energy efficiency, high aspiration capacity and very low noise level. Lighting

can be adjusted in terms of brightness and color. The special filters absorb even the strongest odors.

The products in the **Iconic line** have been designed for anyone who loves design, with attention to every detail, thanks to innovative materials in line with the latest trends. These products represent Elica's longtime experience and know-how in the design of essential and elegant objects, where excellent performance is hidden within a surprising look.

The products presented at Eurocucina from the **Stream** line will be: **Majestic Sense** and **Empty Sky Sense** hoods, along with the aspirating hob, **NikolaTesla**.

**Majestic Sense** is the new vertical hood with elegant and essential design, enriched with polished steel details and a touch control/ command on the glass.

Thanks to its innovative anti-condensation no-drops system, condensation that may collect on the glass, due to the induction hob, is no longer a problem.

**Empty Sky Sense** is the first Elica ceiling hood in **Cristalplant**, designed with a simple gesture, a curve that alters the planarity of the ceiling, creating a slice where air is aspirated from.

Equipped with a remote control, it has a touch control command and sensors for automatic adjustment, in addition to LED strips, which allow the light to move closer to the hob with the possibility of controlling the brightness. Available in A+ energy class, Empty Sky is found in the **Stream** line in filtering version.

An absolute first, **NikolaTesla**, is Elica's first aspirating induction hob. Included in the **Stream** line, NikolaTesla is equipped with the most advanced technologies and distinctive design, characterized by strong lines and high quality materials.

It has all the advantages of induction hobs, such as rapid cooking and easy clean up. However, Elica added specific technologies, like the double *bridge function* that allows for two adjacent cooking zones to combine, so that large sized pots can be used. The aspiration system, positioned in the central zone, reaches high performance levels, in terms of fume extraction and energy efficiency (class A+). Thanks to the direct communication with the hob, it is able to receive information from the cooking zones, and automatically calibrates the ideal aspiration level, so that the user only needs to worry about cooking, while at the same time reducing energy consumption.

NikolaTesla is equipped with a 10 speed touch control and is connectable with Snap.

The **Téchne** line includes: the chandelier hoods, **Interstellar**, **Shining** and **Summilux**; the vertical hoods, **Concetto Spaziale** and **Loop**; the wall hoods **Bio** and **Meteorite** and the previously mentioned ceiling hood, **Empty Sky** (in both aspirating and filtering version).

Among the chandelier hoods, **Interstellar** was conceived for island installation, in order to let it become the focal point of any space, as a result of its strong character and 'preciousness', thanks to its 1150 pieces of glass (in two versions, transparent and black) and to its mirrored steel finishes. It gives the space where it is installed, a one of a kind atmosphere, with *ambient light* given off by a LED disc and strip.

**Shining**, the natural evolution of the award winning *Edith*: a hood that comes in four finishes- copper, peltrox, cast iron and rust- with a large ceiling lamp equipped with a LED disc, able to best light up the hob, thus making lighting one of the distinctive characteristics of the product. It can be installed as an island through the use of

suspended cables, or be wall mounted with the elegant support made in die cast metal.

**Summilux**, on the other hand, is the new chandelier hood in white glass, with a *frosted glass finish*. It can also be wall-mounted, through the use of the special support, and comes in copper and mirrored shine finishes, which give class and character to the product.

Interstellar, Shining and Summilux are also connectable with Snap.

Among the vertical hoods, **Concetto Spaziale** will amaze you, thanks to its play of curves, achieved through the use of *Cristalplant*, a material that leaves total freedom of expression for design, thus making the shapes three-dimensional.

Available in two colors, slate black or matte white, Concetto Spaziale reaches the highest levels of efficiency in terms of low noise and high performance. **Loop**, is also made of *Cristalplant*; equipped with double aspiration (*double breathe*) that contributes reaching high performance standards. Loop is available in two colors, slate black and matte white.

Concetto Spaziale and Loop are both equipped with **sensor technology** for automatic aspiration, as well as the innovative **Tune-White** feature, which allows for the adjustment of the tonality of white of the lighting, based on your living space and architecture. Therefore, allowing you to adapt the hood light to the other lighting features in the kitchen.

These vertical hoods are also connectable with Snap.

**Bio** and **Meteorite** are the new *wall-mounted hoods*. **Bio**, blends tradition and innovation: it pairs satin white with natural wood, allowing for great versatility. Also designed for island installation, modular shelves make this product completely adaptable with any kitchen project. Bio is equipped with a tablet/smartphone support and USB charger and is enhanced with sensor technology that automatically suctions the ideal quantity of vapors, as well as with the Tune-White feature, which adjusts the lighting.

**Meteorite**, also available for island installation, represents the perfect marriage between elegance and efficiency. The pairing of glass and polished steel make it ideal for any space. Strip LED lighting, the Tune-White feature, touch control, sensor technology, Snap connectivity, and perimeter aspiration, are all qualities that make Meteorite a highly performing hood.

Elica's new range of products is completed by the **Iconic line**, made up of the decorative wall hood, **Serendipity**, the vertical hood **Majestic**, the chandelier hood, **Easy**, and the downdrafts, **See You** and **Pandora**.

**Serendipity** is the new *decorative wall-mounted hood, with innovative design* that combines steel and glass, with compact size. The use of curved glass helps direct the fumes towards the frontal aspiration, giving the product refinement and elegance. Available for both wall and island installation, Serendipity guarantees high aspiration and energy (class A) efficiency.

**Easy** is the *chandelier* hood from the Iconic line, which is easily adaptable to various kitchen styles, available in three finishes: stainless steel, black and white. Three LED spotlights give great lighting into the hob, while the perimeter system guarantees

optimum performance in terms of aspiration. It can also be wall mounted with the specific kit. Easy has (class A) energy efficiency and is easy to clean.

The Iconic line is topped off with the *downdrafts*, See You and Pandora. **See You** is the new Elica aspiration system with innovative design, which perfectly blends in with any hob. Thanks to the possibility of opening up the glass flap in three different positions (0, 45 and 90 degrees), the fumes are easily directed towards the high performing aspiration area, making cooking easier and guaranteeing maximum freedom of movement in the kitchen.

Available in aspirating version, the product can be switched to filtering version thanks to a specific kit, therefore satisfying any installation need.

**Pandora**, available in black and stainless steel, with a mechanical push-up opening and a touch control command. When the hob is closed, the elegant shiny glass element stands out, and it is able to perfectly blend in with the style of its cook top. The option of externally installing the motor, allows it to guarantee very low noise levels.

Elica's brand new products are a result of the creative mind of **Fabrizio Crisà**, along with his **Elica Design Center** team. The products are on display at the innovative stand, designed by **Labics**, where technology, emotion and sensorial qualities live in harmony.

## ELICA SPA

### ELICA PRESS OFFICE

**Gabriele Patassi**

Press Office Manager

Mob: +39 340 1759399

E-mail: [g.patassi@elica.com](mailto:g.patassi@elica.com)

### BRAND PRESS OFFICE - HAVAS PR

VIA SAN VITO 7 MILANO +39 02 8545701

**Elisabetta Kluzer** [Elisabetta.kluzer@havaspr.com](mailto:Elisabetta.kluzer@havaspr.com)

**Valeria Conigliaro** [valeria.conigliaro@havaspr.com](mailto:valeria.conigliaro@havaspr.com)

## ELICA

*The Elica Group, presided over by the Chairman, Mr. Francesco Casoli, and managed by the CEO, Mr. Giuseppe Perucchetti, has been operating in the kitchen hood market since the 1970's. Today it is the world leader in terms of units sold, in addition to boasting a leadership position at a European level for the design, production and commercialization of electric motors for hoods and heating boilers.*

*With 3,700 employees and an overall annual production of over 19 million pieces, Elica can boast a production platform consisting in eight factories based in Italy, Poland, Mexico, Germany, India and China.*

*Extensive experience, great attention to design, high quality, refined materials and state-of-the-art technologies, guaranteeing maximum efficiency and reduced energy consumption, are the reasons why Elica Corporation stands out in the reference market. Thanks to these key factors, Elica has also been able to revolutionize the traditional image of kitchen hoods: not just simple accessories, but unique design objects that improve the quality of your life.*