

PRESS RELEASE

ALL NEW BRAND IMAGE FOR ELICA

A new logo, an all-new brand image and a new website, online starting from 25th March 2014, for the company which has revolutionised the world of kitchen hoods: the aim is to redefine its communication across the world, telling a story rooted in the past yet which looks to the future. With a leitmotif: air.

“Innovative thinking”, “having and transmitting total energy”: these are two of the company’s core values. With over 3,000 employees and offices across the world, Elica has been able to combine technological know-how, superior design and ultimate innovation in the domestic kitchen hood industry.

In keeping with its history, Elica today changes its “look” by presenting a new logo: it illustrates, in a light, effective and strikingly simple graphic image, the corporate philosophy and the process behind the realisation of a product, the hood, that is capable of “controlling” and improving the air, an element which is both invisible and fundamental.

“We are proud of our roots and can rely on many years of experience in the industry, so Elica can today bring the unmistakable quality of products Made in Italy to the rest of the world”, states Francesco Casoli, Chairman of the Elica Group, “The quality of air and of its infinite facets is what has always led us in our research and innovation activities and at times like these, filled with so many changes, we need to be able to get this across to our customers who come from all four corners of the globe.”

For this reason, Elica has decided to start with a new image, which will allow it to reinforce its brand awareness and redefine its style of communication on an international scale. The new brand image concept is well explained also in a new emotional [video](#):



“In the brief for the Elica logo and image restyling”, emphasises Francesco Boromei, Marketing Manager at Elica “what counts is the relationship with the brand, the company’s mood, its history and its ambitions, the precious silence of the products, which are first and foremost designer items before being cooker hoods, symbolising excellence throughout the world. An innovative Italian company, for whom the idea already lay in the pay off which has accompanied the Elica logo for years, namely “aria nuova”, new air. It was a question of attempting to think and redesign the image, interpreting this “new air” as a summary of openness, lightness, freedom, dynamism, multi-culturalism.”

“This is how the new logo came about”, explains Jammal Juice, the agency who was appointed with the brand image restyling “strictly light, because it celebrates lightness, understood as a state of mind more than a material, and simple, because it celebrates the design and elegance of its products. The lettering is preceded by a pictogram which plays with the “e” of Elica, a symbol of story, distinction, emotion, movement, technology. Lastly, the logo becomes an image, to emphasise the strength of an Italian brand which combines styling and functionality to bring new air into the houses of the rest of the world”.

The new brand image involves also Elica’s presence on the web: from 25th March 2014 the new website www.elica.com will be online.

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