

PRESS RELEASE

Elica, news in Barcelona.

Aria nuova en España

Elica Showroom

Avda. Generalitat de Catalunya 21

Sant Just Desvern, Barcelona

28 May 2015, h. 7.00 p.m.

Elica is inaugurating its new head-offices and a new showroom open to the public in Barcelona.

Elica, world-leader in the manufacturing of domestic kitchen-hoods, with millions of pieces produced and distributed in five continents, is fulfilling a further step towards its internationalization process, this time in a very important market, such as **Spain**.

Already present in Spain through its distributors since 2005, and since 2010 directly with **Elica España** through a wide capillary network of agents, Elica today points to having closer business relations with its Spanish clients. For this reason Elica **opened the new head-offices**, which will be engaged in managing business relations throughout the Iberian Peninsula, and a **new showroom**, where it will be possible to see first-hand the company's main flagship products.

Offices and showrooms are located in the elegant residential area of Sant Just Desvern. The showroom has a view over the street with four wide windows and covers a surface area of 270 square meters, devoted to the exhibition of Elica's highlight models. Amongst these, the hoods **Ye**, **Nuage**, **Om Air**, **Amélie**, **Seashell**, **Édith**, **Étoile**, as well as **Marie**, the elegant **fragrance diffuser** which neutralizes cooking-odors, perfuming the air naturally in all the rooms; **Lien** hobs equipped with an innovative wireless technology to enable a perfect system of communication with the Elica hoods; the revolutionary system of domestic-air control **SNAP**,

which constantly monitors the environment activating an exchange of air in order to bring back air quality, ensuring well-being and comfort.

"The past year Elica saw a 15% increase in the sales of Elica branded products in Spain, an important European market in the kitchen hood sector, but more can be done –states the Chairman of Elica, Mr. Francesco Casoli -. For this reason the Spanish market represents to us a strategic objective for the development of our brand. Our company is fully committed to the quality treatment of the air, and we are working toward this direction concentrating all our efforts on research and innovation. We are in Spain, because we are fond of our clients and we believe we should stay close to them."

"The inauguration of the new head-offices and new showroom represents a further move towards the consolidation of the brand on the Iberian peninsula and I am confident that it will contribute in making the innovative products and the technology Elica offers, known to all", adds Rosario Strano, Iberia Area Manager.

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Elica Group, headed by the Chairman, Mr. Francesco Casoli, and led by the CEO, Mr. Giuseppe Perucchetti, has been operating in the kitchen hood market since the 1970's and is today the world leader in terms of units sold.

It also holds a leading position in Europe in the designing, production, and marketing of electric motors for heating boilers and household appliances. With 3,500 employees and an overall annual production of over 19 million pieces, Elica Group 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 Group stands out in the reference market. Thanks to these key factors, Elica has 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.

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