

PRESS RELEASE

Elica's first time at Sadecc

Sadecc
10 - 13 April 2015
Lyon Eurexpo
Hall 3.2 - Booth A1-B2

Elica exhibits at Sadecc, the professional kitchen trade show in Lyon, and presents the highlights of its collection to the French market .

Elica, the world leader in the production of kitchen hoods, with millions of pieces produced and distributed over five continents, takes yet another step towards consolidating its presence in the French market: after the constitution of Elica France, announced during the event that took place in Paris, on March 6th, Elica intends to strengthen its contacts with local trade and professionals, by exhibiting at Sadecc, the professional kitchen trade show in Lyon.

France represents one of the most important markets at an international level for Elica, and it is for this reason that Elica France was set up. Based in Paris, Elica France will allow for close contacts with its French clients, by promptly understanding market trends, and effectively meeting customers' need. " We are in France because we are very attached to our customers and we want to be as close as possible to them", says Elica chairman, Francesco Casoli.

"France is Europe's third largest market for kitchen hoods and therefore vital to development of our brand." The words of Giuseppe Perucchetti, CEO of Elica. "Elica has yet to express its full potential in this area and this offers a major opportunity for growth, so we will be focusing on doubling our share on this market over the next two years.". "This is why we decided we had to be present here directly and in a position to understand market needs and satisfy them immediately", explains Philippe Reverseau, director of the Elica France branch. "This is a demanding and sophisticated market which understands what sets Elica apart - design, quality and smart technology - and we are offering our models to it".



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The **Elica Group**, under the chairmanship of Francesco Casoli and management of Giuseppe Perucchetti, which has operated on the kitchen hoods market since the 1970s, is today a world leader in terms of the number of units sold. It also enjoys a leading position in Europe in the design, production and marketing of electric motors for hoods and central heating boilers. With approximately 3,500 employees and an annual production of over 19 million units, the Elica Group has a production platform consisting of eight production sites in Italy, Poland, Mexico, Germany, India and China. Extensive experience in the industry, close attention to design, superior materials and cutting-edge technology ensuring maximum efficiency and energy savings - all elements that set the Elica Group apart in the market and which have enabled the company to revolutionise the traditional image of the kitchen hood from simple accessory to design feature, improving quality of life.

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