



AIR: THE INTANGIBLE ESSENCE

CASCADE & FUTURO

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Workshop 04

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What Elica is all about

UNDERSTANDING ELICA

- Global leader in cooker hood systems
- Integration of lighting and air treatment
- 3 major product segments
- High end market positioning
- Built on performance
- Passion for quality and design



ELICA HOOD CATEGORIES



Island

24 Hoods
Sculptural
Free Hanging
\$\$\$



Wall Mounted

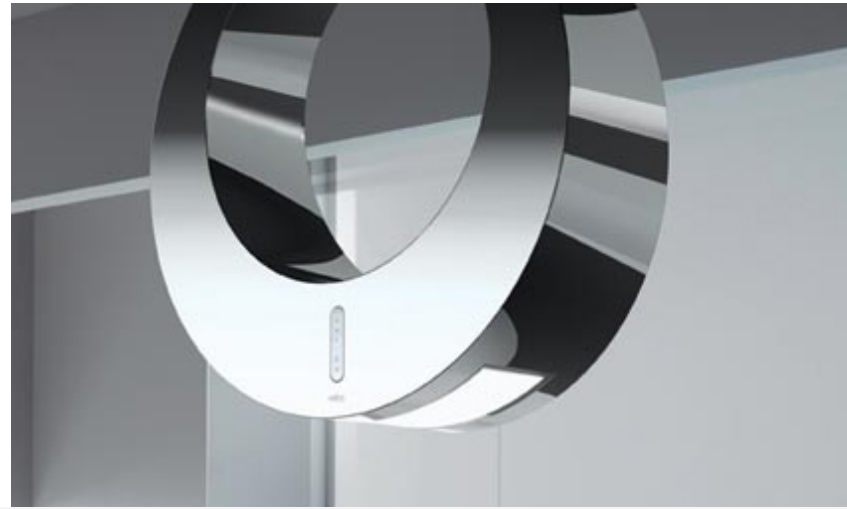
41 Hoods
Decorative
Mounted to Wall
\$\$



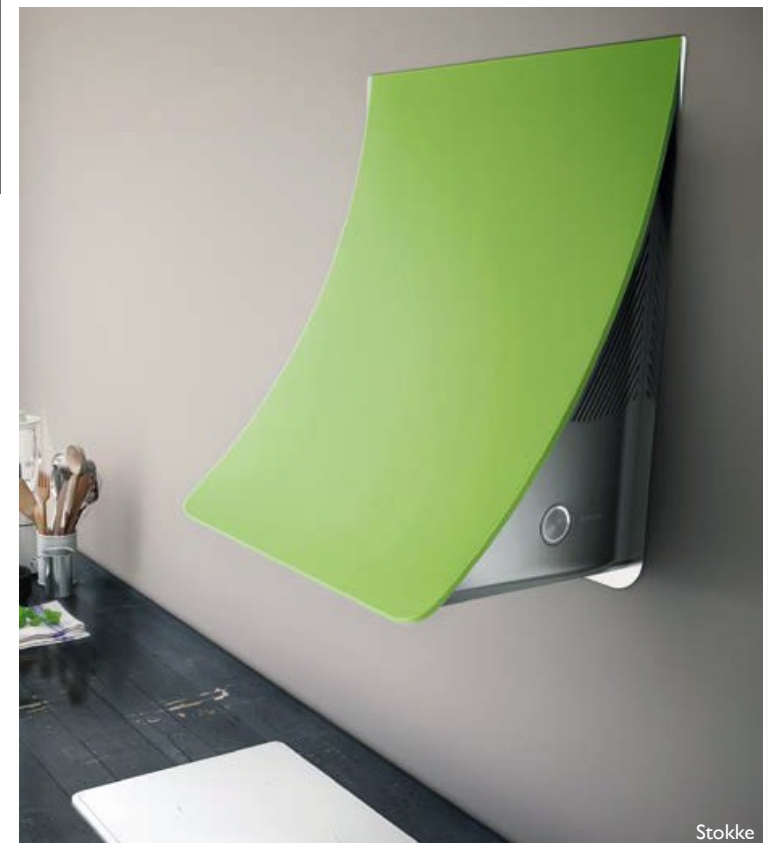
Built In

13 Hoods
Functional
Part of Cabinets
\$

ISLAND HOODS



WALL MOUNTED HOODS



Stokke

BUILT IN HOODS



ESSENTIAL TASK

“It’s main function is to Improve the quality of the air, by eliminating burning fumes, bad cooking odors and vapors that are harmful to both people, furniture and walls.”

-Elica.com

HOOD COMPETITION

The logo for BROAN, featuring the word "BROAN" in a bold, black, sans-serif font. A stylized, flowing line graphic is integrated into the letter "O".

- The Perfect Ventilation

The logo for Westin DESIGN. It features a vertical bar with four colored segments (red, green, blue, and yellow) on the left. To the right of the bar is the word "Westin" in a bold, black, sans-serif font, and the word "DESIGN" in a smaller, black, sans-serif font to its right.

- The British Cooker Hood People

The logo for LUXAIR. It features a stylized, circular, swirling graphic on the left, followed by the word "LUXAIR" in a bold, black, sans-serif font.

- Italian Beauty and Performance

The logo for smeg. It features a stylized, circular, swirling graphic on the left, followed by the word "smeg" in a bold, black, sans-serif font.

- Technology and Style

The logo for best. It features the word "best" in a bold, black, sans-serif font.

- Live Beautifully

KEY TAKE AWAYS

ELICA

- Competition mimics their designs
- Currently only cooker hoods available
- Design and performance driven
- Recognized global brand

INSIGHTS

- Integrate new technology into products
- Expand into other areas of the house
- Utilize expertise in air handling technology
- Opportunity to partner with leading companies

COMPETITOR HOODS



DESIGN OPPORTUNITIES

COOKER HOODS

- Existing product line
- Premium air handling
- Established consumer
- Recognized global brand
- Distinct level of performance

BATHROOM PRODUCTS

- New market segment
- Mid-High end products
- Increase product presence
- Overlapping technology
- Partnership opportunity

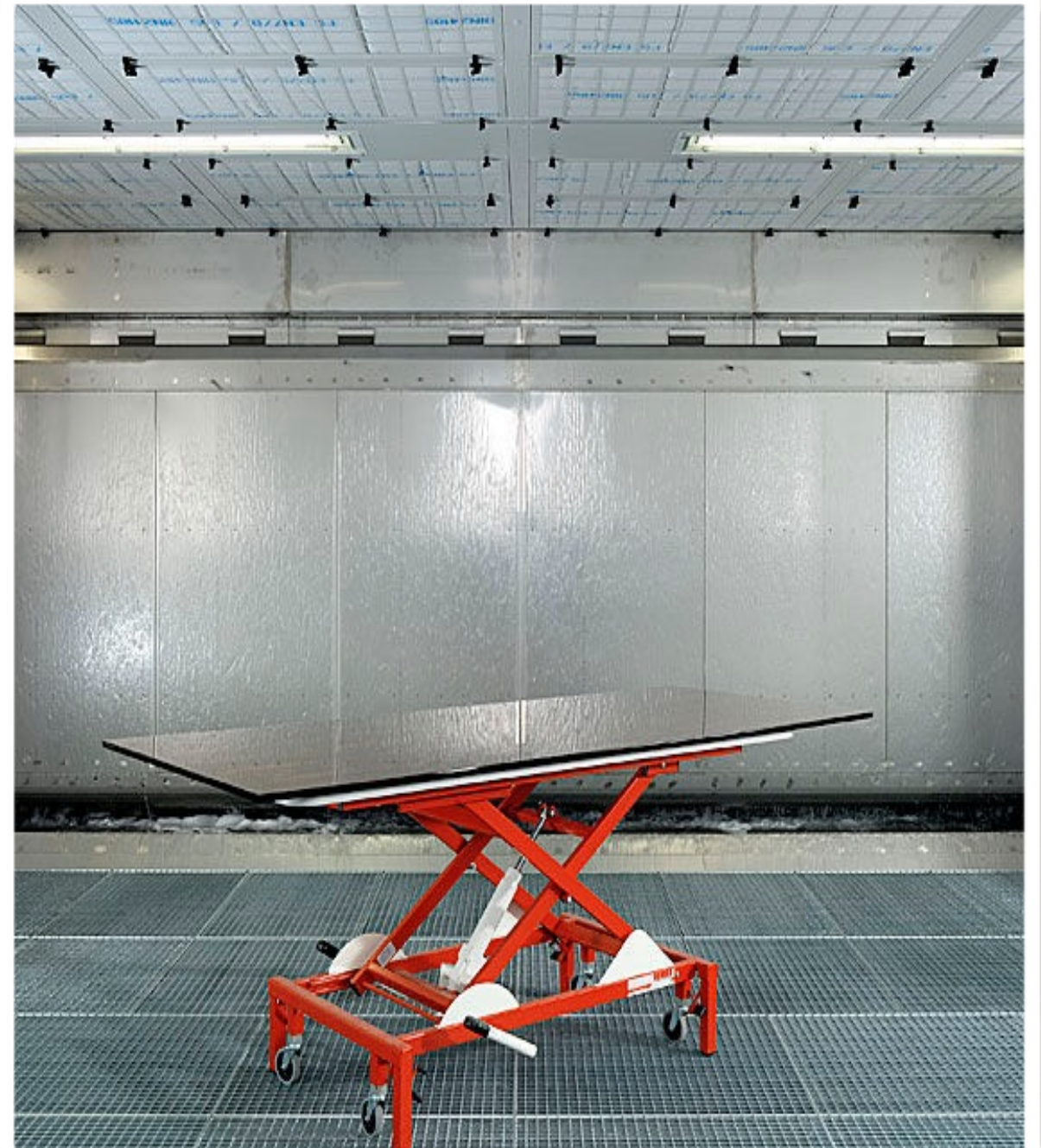
COOKER HOODS



- Pushing Elica's hoods to uncharted territories
- Adding the use of Hydro-Filtration
- Water is used in order to collect and process
 - Grease
 - Oil
 - Odor
- Flowing water sound helps drown out active kitchen noise

HYDRO - FILTRATION

- Internal surfaces stay cleaner than traditional dry systems
- Easily separates oil and grease
- Components require less cleaning
- Pre filtration of air
- Less stress on motor and filters over lifetime
- Grey water options

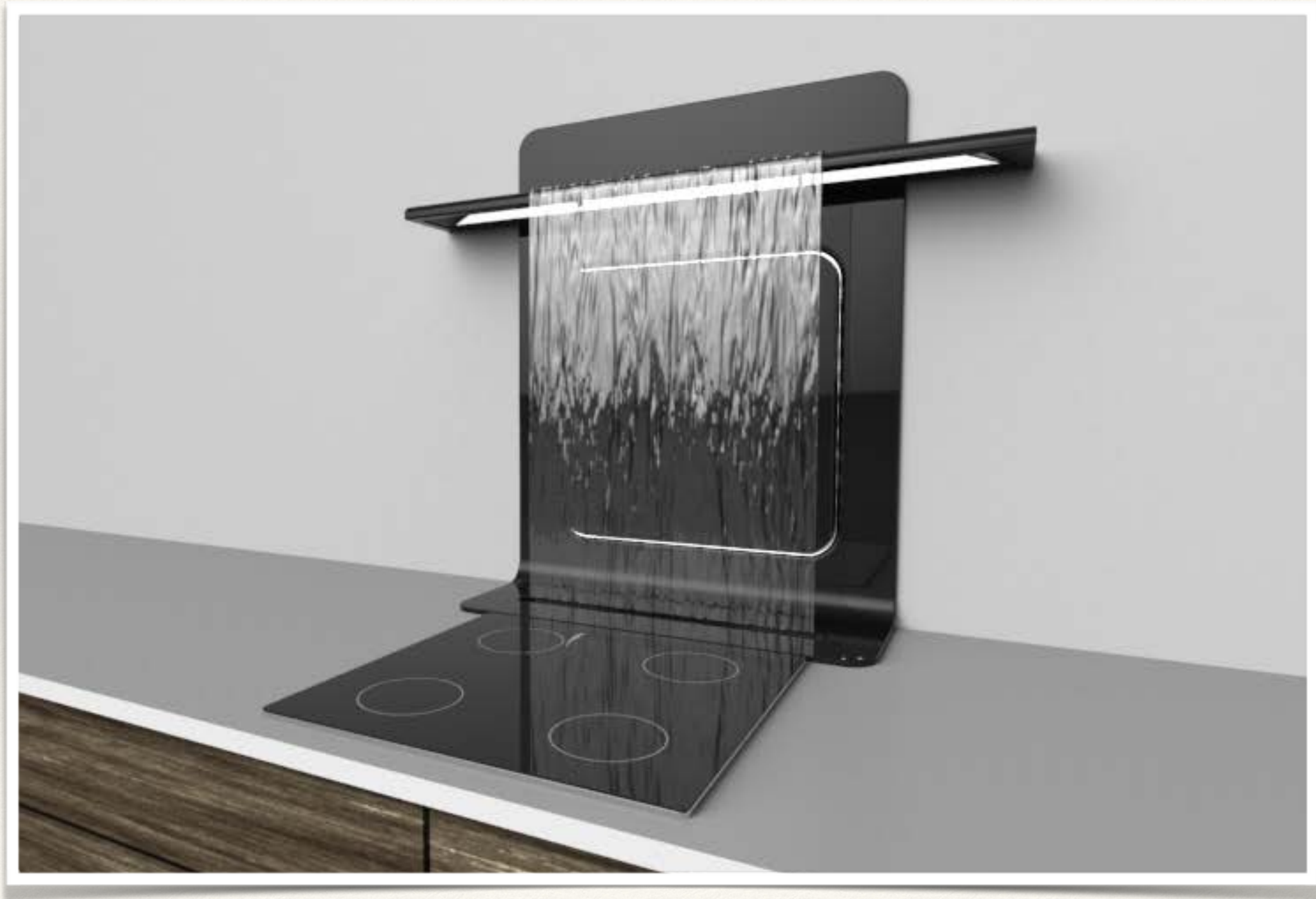


 elica
aria nuova

A
BETTER
USE
FOR
WATER



CASCADE HOOD

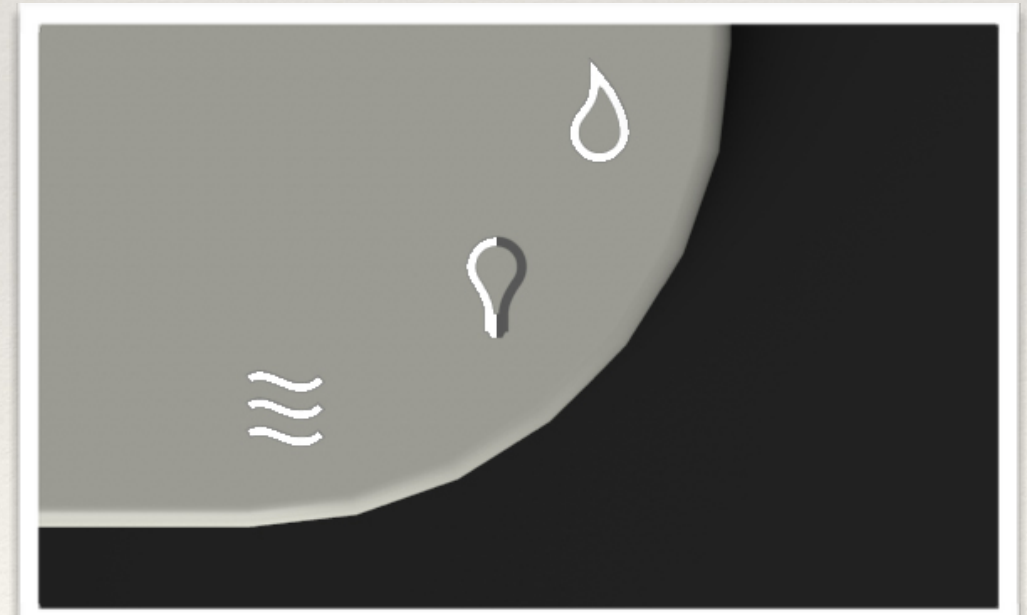
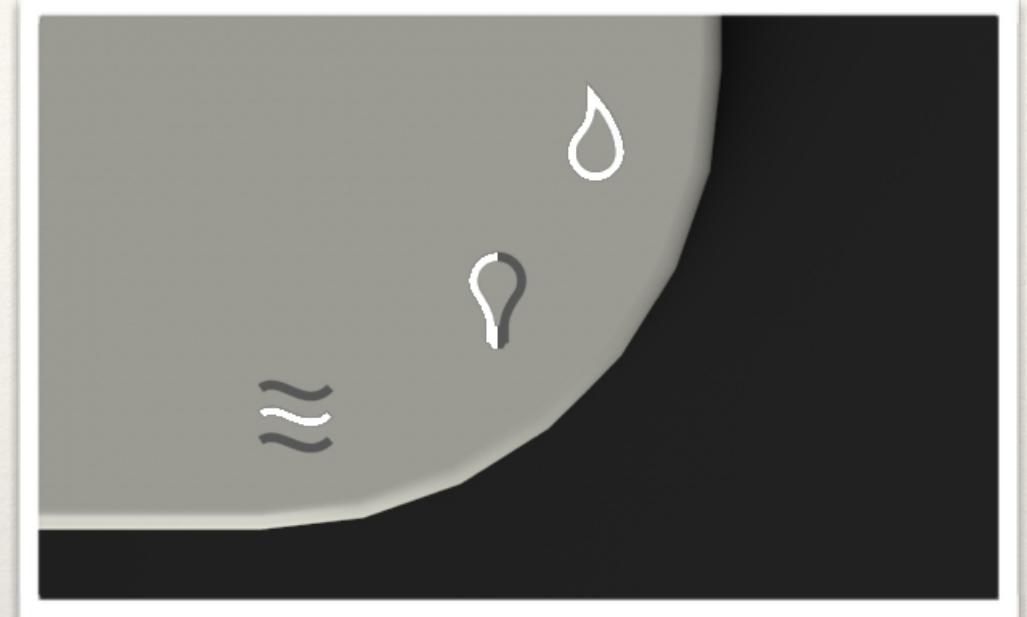
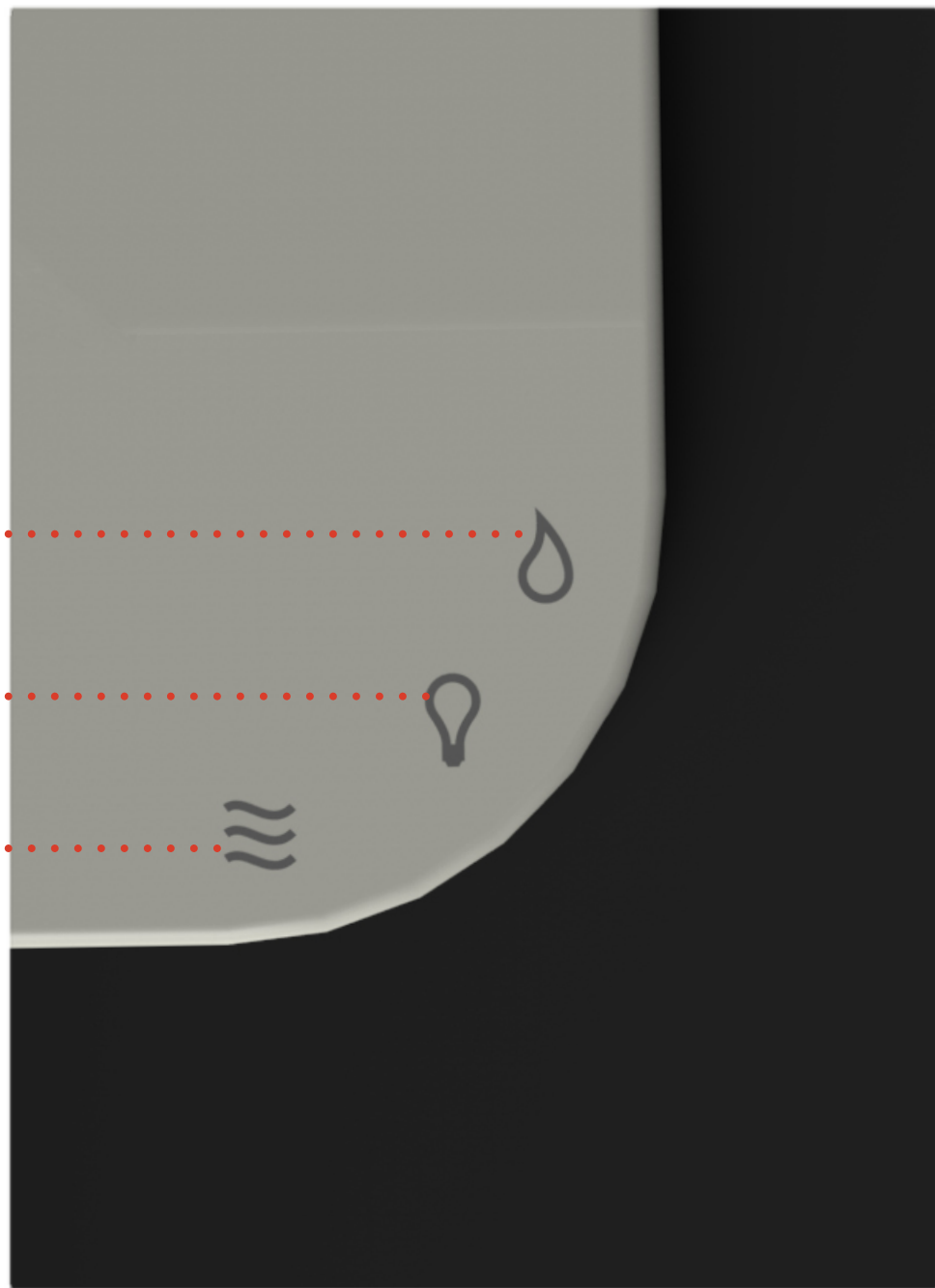


TOUCH CONTROLS

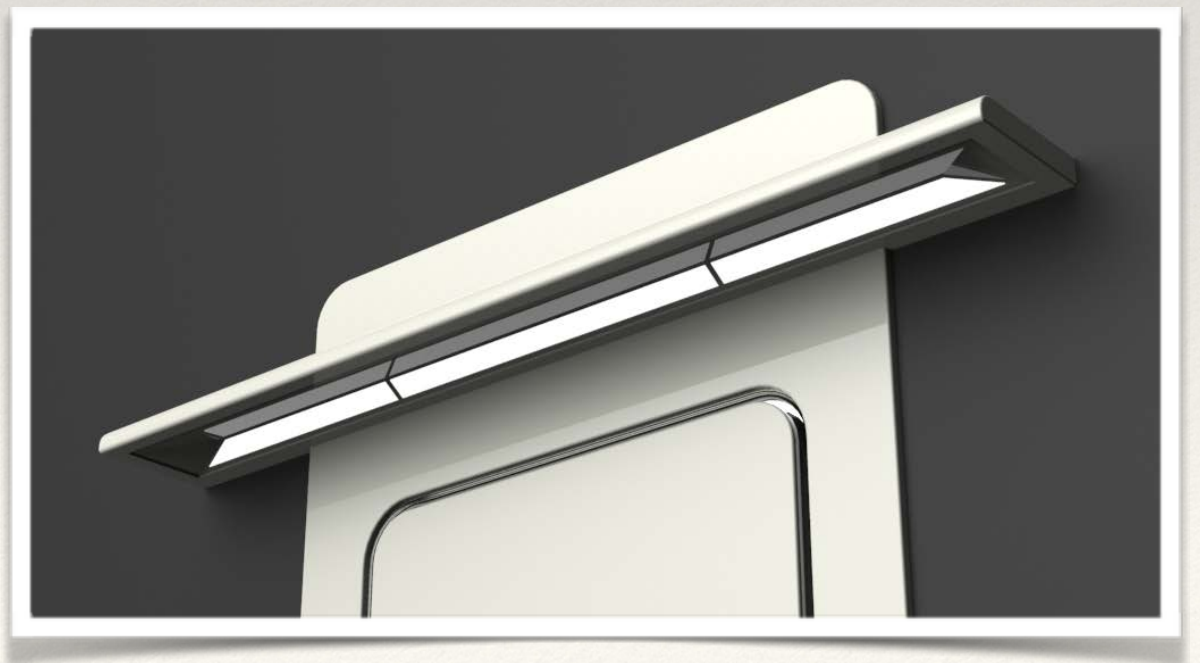
Water

Light

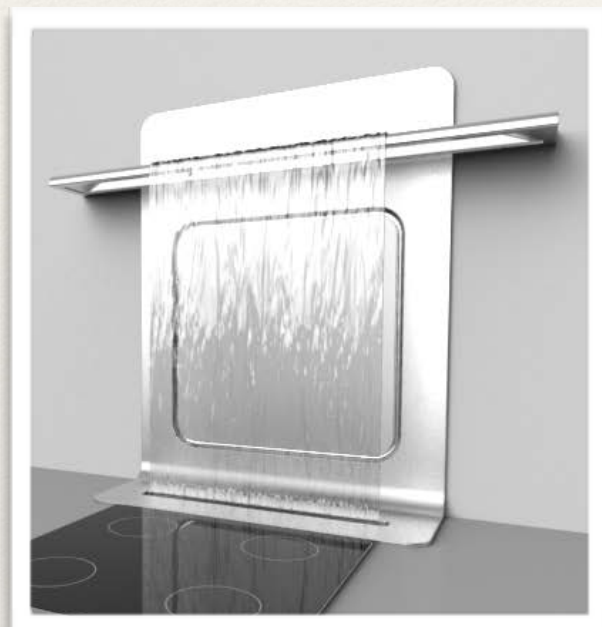
AIR



FUNCTIONALITY



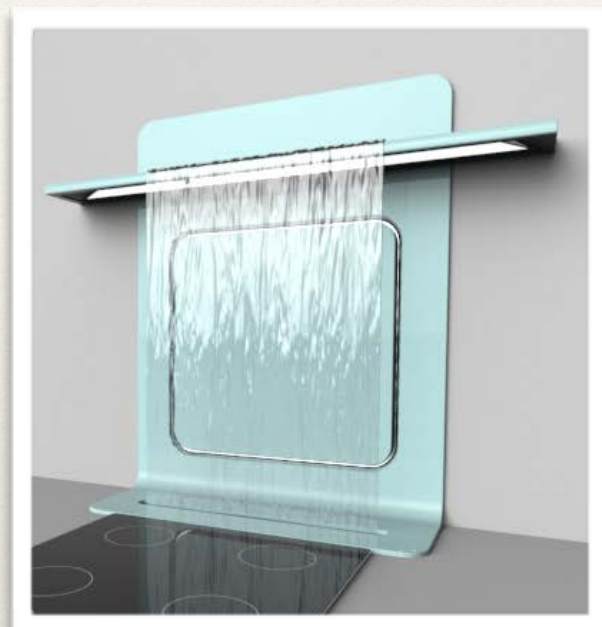
CASCADE OPTIONS



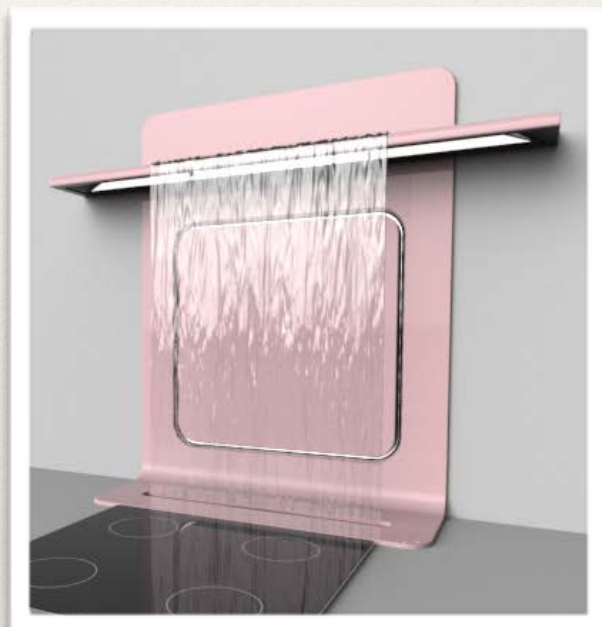
POLISHED
ALUMINUM



PISTACHIO
GREEN

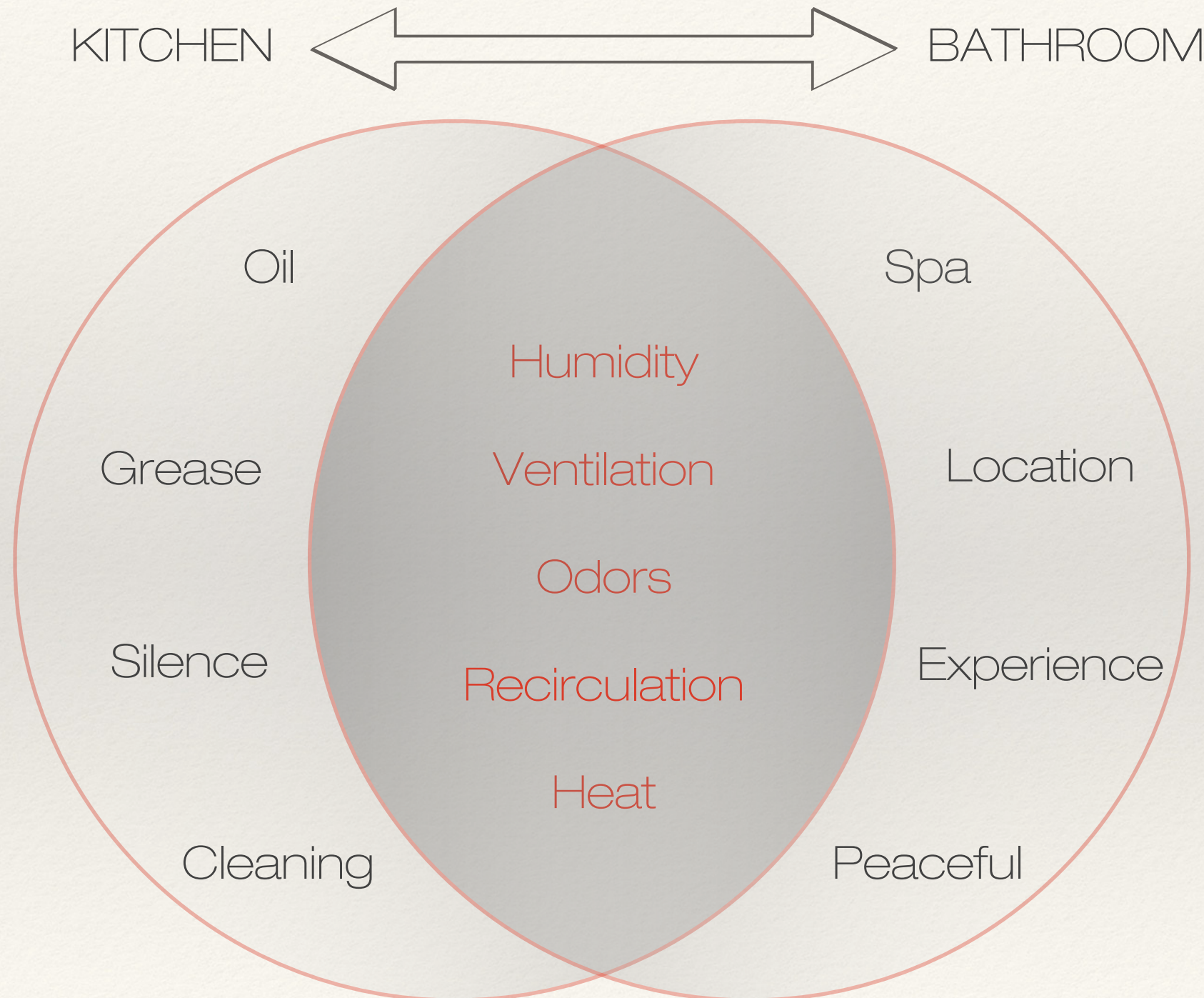


MEDITERRANEAN
BLUE



CANDY
PINK

BRIDGING THE GAP



BATHROOM OPPORTUNITY



- Similar working conditions
- Specialist installed and industrial infrastructure
- Air handling with the addition of
 - Water
 - Light
- New market segment
- Possible global partnerships

BATHROOM MARKET

 DELTA[®]

KOHLER[®]

TOTO[®]

LACAVA[®]

LUXURIOUS ELEGANCE AT HOME

 **BOSSINI**

 **MOEN[®]**

American Standard

GRAFF[®]
CUTTING EDGE DESIGN

hangrohe

SPEAKMAN[®]

crosswater^x

DRUMMONDS

MODOBATH
Everyday Modern Design

DORN
BRACHT

 **DURAVIT**

SHOWER SYSTEMS

SHOWER SYSTEMS





A woman with long brown hair is shown in profile, looking up and smiling as she stands under a large, modern, white showerhead. Water is spraying from the showerhead onto her hair and face. The background is a dark, textured wall.

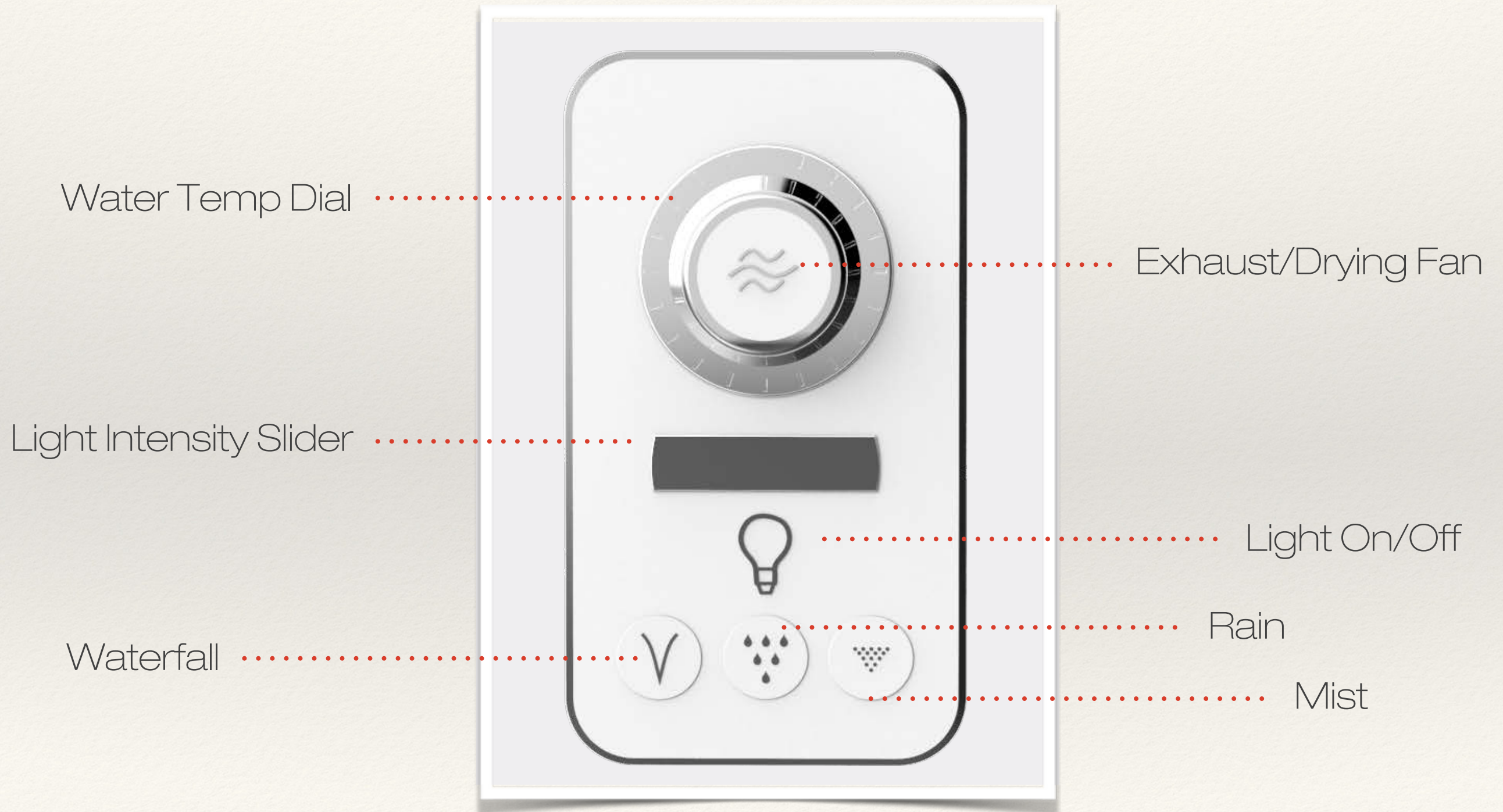
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THE
FUTURE
OF
SHOWER
INNOVATION

FUTURO SHOWER SYSTEM



CONTROL CENTER



SHOWER EXPERIENCES



MIST



RAIN



WATERFALL

FUTURO OPTIONS



SATIN
BLACK



BRUSHED
ALUMINUM



CARAMEL
CREAM





"THANK YOU"

-Burak, Dogus and Matt