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Elica CLUB. Extraordinary becomes community.

Introducing Elica's exclusive community where visibility, training, and innovation enhance the day-to-day activities of kitchen retailers.

Milan, 10 September 2025 – Elica continues its evolutionary journey, bringing the full power of its DNA to the world: **innovation, design, and a passion for excellence**. A move that translates into extraordinary experiences and new connections with key players in the market.

In a fast-changing and competitive landscape, where expertise and the ability to engage the end customer make all the difference, **Elica stands alongside those who bring quality to the table every day**: dealers who share the ambition to deliver experiences that go beyond the ordinary.

Enter **Elica CLUB**: a new membership programme that breaks away from traditional models, **rewarding visibility and accessibility**. A platform that doesn't focus on sales volume but promotes and supports stores that choose Elica as their premium partner. The goal: to create a community of excellence based on **proximity, trust, and mutual growth**. Elica CLUB offers its partners an exclusive programme that includes **training, in-store activations, bespoke events with special guests**, and practical resources designed to enhance the value of every kitchen studio.

"With Elica CLUB, we're shifting gears: it's not just a programme, but the beginning of a new paradigm in how we engage with our trade network," says Andrea Cafiero, Elica's Marketing Director. *"In today's market, just supplying a product doesn't cut it: you need a shared vision, sophisticated tools, and a value-based culture. We created Elica Club to*



foster ongoing dialogue with industry professionals, build an active community, and deliver experiences that help our partners stand out, strengthen their customer relationships, and operate more strategically and with greater awareness.

At the heart of this journey is **Lhov™**: the innovative all-in-one solution that seamlessly combines an oven, hob, and extraction system. A true catalyst for design and innovation, Lhov™ delivers immersive in-store experiences and represents the ultimate expression of the Elica cooking collection: ovens, induction hobs, wine coolers, and integrated extraction systems.

Elica CLUB opens the doors to a new experiential dimension **that combines live events and digital innovation**. Tailored for kitchen retailers, the programme offers a fully integrated ecosystem of exclusive showroom events and advanced digital services through a dedicated platform. A dynamic hub for learning, exploring new technologies, and connecting with the global kitchen design community, all while enriching your offering.

A forward-looking project designed to build real connections based on a contemporary and distinctive approach that actively engages partners and makes them key players.

Discover the world of Elica CLUB



Elica, azienda italiana all'avanguardia nel design e nella produzione di elettrodomestici dedicati al cooking con oltre 50 anni di storia e leadership globale nei sistemi aspiranti da cucina. Punto di riferimento europeo nei motori elettrici per elettrodomestici e caldaie da riscaldamento. Circa 2600 dipendenti distribuiti tra l'headquarter di Fabriano e i sette stabilimenti in Italia, Polonia, Messico e Cina: questi i numeri di Elica, perseguiti sotto la costante guida del presidente Francesco Casoli. Risultati ispirati da valori che da sempre guidano ogni progetto, prodotto, attività: il design che coniuga estetica e performance per un'esperienza di cooking straordinaria, l'arte come modello dei processi creativi e del



metodo di lavoro e l'innovazione al servizio di una tecnologia capace di esaltare le funzionalità dei prodotti.

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