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## ELICA GAINS TRACTION IN EUROPE: ACQUISITION PAVES THE WAY FOR THE FIRST BRANCH IN THE NETHERLANDS

*The growth strategy of the Italian multinational involves expanding its range of cooking products and ensuring that it remains close to and supports local markets.*

Milan, 16 December 2024 – Elica, an innovative Italian company at the forefront of the design and manufacture of kitchen appliances and global leader in kitchen extraction systems, **has opened a branch in Haren (Groningen), the Netherlands, Europe's second-largest market for aspiration hobs.**

The new office, opened in December 2024 and under the direct control of the Italian headquarters, was established through the **acquisition of aXiair, a Dutch distributor of extraction systems boasting over 20 years of experience** in the reference industry. This marks a **pivotal step in bolstering Elica's presence across Europe**, with the aim of building a strong foothold in every sales area.

*Elica Chairman, Francesco Casoli, commented: "We are rapidly advancing in Europe, offering markets a comprehensive cooking range and a business approach founded on proximity and trust: we recently launched our first showroom in Germany, and now we're strengthening our presence in the Netherlands by replicating this efficient and flexible expansion model, designed to adapt to the challenges of a dynamic landscape and lead the evolution of the sector, while always listening to the real needs of our customers and partners".*

*"aXiir marks another step in our ongoing transformation and in the direct management of markets where we see huge potential for development. It's not the first, and it won't be the last," adds Group CEO Giulio Cocci.*

*"The Netherlands is the second-largest market in Europe for extractor hobs; having our own organisation will allow us to be closer to our customers and support them in their business growth," commented Luca Barboni, Managing Director of the Cooking Division.*



Elica, which recently completed a radical rebranding process, aims to **consolidate its position in the world of cooking, introducing a new vision of cooking** by adding hobs, ovens and wine coolers to complement its extensive collection of extractor hobs and systems. A product line that combines sophisticated design with advanced features, to make cooking a truly extraordinary experience. **Lhov, a groundbreaking All-In-One appliance combining an oven, hob, and extraction system into one unit**, stands as a testament to the brand's radical evolution.

The opening of the new branch in Haren marks a pivotal step in accelerating the company's journey toward industry leadership, solidifying its position as the go-to partner for kitchen specialists and a beacon for the Dutch market.

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Elica, Italian company standing at the forefront of cooking appliance production and design, a global leader in kitchen extraction systems with over 50 years of history. European major player in the production of electric motors for household appliances and heating boilers. 2,600 staff employed in its Fabriano headquarters and in its seven production sites in Italy, Poland, Mexico and China: these are Elica's figures, successfully achieved under the constant guidance of the company President Francesco Casoli. Results driven by corporate values that have always inspired every single project, product and activity: design that meets aesthetics and performance for an extraordinary cooking experience, art destined as a model for creative processes and working methods, and innovation to support technological solutions capable of enhancing product functionality.