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Bertazzoni brings hot Italian Style and cool technology to the UAE kitchen

Bertazzoni, the leading Italian manufacturer of precision-engineered kitchen lifestyle products, launched into the UAE in true Italian glamour and style on Tuesday, 29th January 2008 with a lavish event which took place at the Jumeirah Beach Hotel in Dubai. The First Secretary of the Italian Embassy to the UAE, Mr. Andrea Vitolo joined the celebrations together with Mr. Paolo Bertazzoni, the company's fifth generation president, who flew into Dubai especially for the occasion.

"Today, more than a century after the family business began, Bertazzoni ovens and ranges are exported to more than 60 countries around the world - carrying with them the passion, precision and unique culinary traditions the company was founded upon" said Mr. Paolo Bertazzoni, who joined the family business in 1981 and soon gave fresh impetus to the company's competitive edge, using top Milan designers to enhance the products with Italian elegance and finesse.

The Managing Director of Luxus, the exclusive agent for Bertazzoni in the GCC, Mrs. Olena Murphy said that she was very proud to be representing Bertazzoni in the GCC and that she was confident that the high quality Bertazzoni products will be much appreciated in the Middle East market. The Palmon Group, exclusive distributors for SieMatic in the UAE, will be the first distributors to showcase the Bertazzoni products in their luxury showroom in Jebel Ali Freezone.

BERTAZZONI cooking products originate in Emilia-Romagna, a region world-famous for its food. Precision-engineered to the highest specifications by the Bertazzoni family, who have been making high-quality ranges since the beginning of the last century, every appliance bearing the Bertazzoni name represents an unwavering commitment to quality.

Bertazzoni comes from a region of Italy famous for its food and for its engineering. Knowing all about the craft of cooking, the use of the latest design and manufacturing techniques have certainly given Bertazzoni its special pedigree of success.



High specification Bertazzoni stoves are sold all over the world. Constantly improving in efficiency, production has doubled since 1998. The performance is indicated by clear design choices, by the shape and the sizes of functional parts. This conveys a bold message consistent with the Bertazzoni promise of engineering-inspired functionality delivered in Italian style.

Besides the cool original stainless steel finish, new color lines were introduced bringing imaginative new dimensions to kitchen design. The unique Bertazzoni innovation comes from adopting the painting process of the automotive industry. The triple coating, glossy look is brilliant as glass and durable as sports car paint. In fact, the colored Ranges are painted and hand-polished at the nearby Ferrari and Lamborghini paint contractors.

In 2007, Bertazzoni sPa has celebrated its 125th anniversary. For all its modernization and global marketing, Bertazzoni respects its roots in the tradition of Italian culture and style, and that it remains a specialist in the very personal craft of cooking.

Bertazzoni products can be found at Palmon Group's SieMatic showroom in the Jebel Ali Freezone.

Middle East PR Enquiries should be directed to:

AllDetails Middle East

Karim Zietoun

E-mail: karim@alldetails.net

Tel: + 971 4 390 1996 Mobile: +971 50 774 4238

Santina Schneider

E-mail: santina@alldetails.net

Tel: +971 4 390 1996