

01

HISTORY  
OF BRAND  
SINCE 1950

ELBA

TALENT FOR COOKING

COOKING appliances specialists  
MADE IN ITALY



**01** A SUCCESS  
STORY  
p. 02

**02** TOTALLY  
MADE  
IN ITALY  
p. 04

**03** ELBA IN  
NUMBERS  
p. 06

**04** ELBA'S  
MILESTONES  
p. 08

**05** ELBA IN  
THE  
WORLD  
p. 10

**06** A BRIEF  
HYSTORY  
p. 15

**07** COOKING  
SPECIALIST  
p. 20

**08** RESEARCH AND  
DEVELOPMENT  
DEPARTMENT  
p. 42

**09** QUALITY  
GUARANTEED  
p. 52

# 01

02

## A SUCCESS STORY

Many elements contribute to the success of Fisher & Paykel Italy and the ELBA brand: expertise, professionalism, attention to design and the continual pursuit of excellence. All these values can be summarised in a single word: talent. Since 1950, the year of its launch, this has always defined the organisation as a brand which showcases the Made in Italy style and class of our products.

ELBA originated from one man's initiative, the founder Elio Baggio, who year upon year interpreted the demands and tastes of family life, surrounding himself with partners who shared his values and were able to bring projects to fruition. Attention to detail, passion for technology and talent led the company to become an integral part of the "Italian economical miracle" of the postwar period, now called Italian Style.

The ability to translate customers' wishes into attractive, functional, simple to use appliances, meant that soon the fame of the ELBA brand outstripped Italian borders, from the Middle East to Africa, and into the Far East. Our products feature in the houses of millions of customers, in many countries throughout the world.

Today, the Fisher & Paykel Italy Group is one of the undisputed leaders in cooking appliances, and ELBA continues to be the brand which represents the company philosophy: superior quality.

From our background we have inherited expertise and stability, but we are always looking to the future, seeking original ideas. We pay meticulous attention to every detail and always choose the best partners who support us in our pursuit of excellence. Our commitment and love for what we do are the driving force which allows us to expand and affirm our "Talent for Cooking".

# TALENT

03

BEHIND THE SUCCESS  
THE ABILITY TO TRANSFORM WISHES IN COOKING APPLIANCES

since 1950 - talent for cooking

# 02

04

## TOTALLY MADE IN ITALY

If Made in Italy has become an authentic global brand, it is due to two factors: superior product quality and unique, elegant design. Even in the simpler lines Italian style is always distinctive, combining craftsmanship and creativity to create attractive but at the same time practical designs.

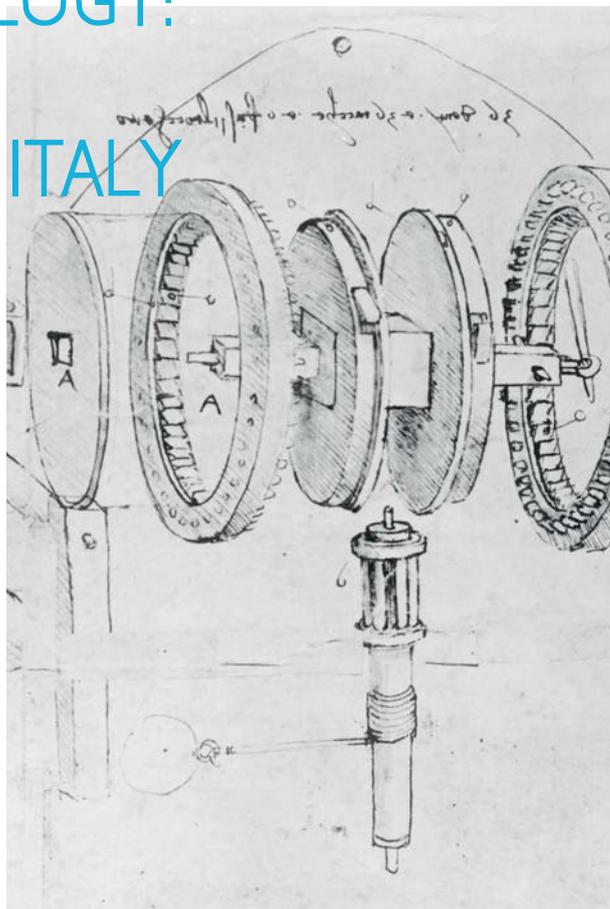
Our cooking appliances are inspired by simplicity and passion as the ELBA brand is completely Made in Italy from the design stage to production of the individual components.

We have chosen to maintain all manufacturing stages in our country in order to benefit from the added value arising from a combination of working procedures, creative processes, know-how and expertise.

Evidence of those values, such as attention to detail, the long tradition of stylish design and meticulous attention to customer requirements are found in all ELBA products, vouching for their authenticity and excellence. Our ambition is to be the mainstay of your kitchen: a unique space that merits desirability, practicality and quality at the highest level.



STYLE,  
TRADITION,  
DESIGN  
AND  
TECHNOLOGY:  
THIS IS  
MADE IN ITALY



# 03

06

ELBA IN  
NUMBERS

54.000

PLANT AREA (SQUARE METRES)

500

TOTAL EMPLOYEES

75

DISTINCT PRODUCT PLATFORMS

500

CURRENT PRODUCTION (UNITS/YEAR)

100 million

COMPANY SALES TURNOVER

76

EXPORT MARKETS

WE AT FISHER & PAYKEL ITALY ARE TODAY PROUD TO HAVE DEMONSTRATED OUR ABILITY TO KEEP ABREAST OF THE TIMES AND FASHIONS WITH OUR HISTORY OF SUCCESS AND UNIQUE MOMENTS. TODAY, WHEN OUTLINING OUR BUSINESS, WE WISH TO THANK EVERYONE WHO HAS CONTRIBUTED TO OUR EXPANSION AND SUCCESS, PARTICULARLY OUR CUSTOMERS, WHO DEMONSTRATE THEIR LOYALTY EVERY DAY, BY CHOOSING ELBA BRAND PRODUCTS FOR THEIR HOMES.

The image shows a close-up, low-angle view of a modern building's facade. The building is covered in large glass panels with dark frames. On the right side of the facade, the 'Fisher & Paykel' logo is prominently displayed in a large, bold, sans-serif font. Below it, the word 'appliances' is written in a smaller, lowercase font. To the right of 'appliances', the 'ELBA' brand name is visible in a stylized, outlined font. The entire scene is bathed in a deep blue light, creating a monochromatic effect.

# 04

08

## ELBA'S MILESTONES

**1950** The Company was founded in 1950 by Elio Baggio, as a family business, in the village of Marostica (Vicenza province). Elio was the son of an entrepreneur, Pio Baggio, who owned various activities, such as building materials (bricks), pottery and quarrying. The initial main business was the operation of an enamelling plant, as a subcontractor, along with a small production of wood/coal stoves for cooking/heating purposes.



**1959** The plant gradually specialized in enamelling body components of stoves and cookers as well as bath tubs, sinks etc. required by major manufacturers of Northern Italy, such as Zanussi, Zoppas, Fargas. By the end of the fifties, the post-second world war reconstruction was over and the following years were characterized by a huge demand for basic household appliances, like cookers and refrigerators.



**1960** This situation led Elio Baggio to build a new factory in 1960, in the town of Bassano del Grappa (Vicenza province), and to concentrate his activity in the manufacturing of freestanding cookers for the domestic market. The factory brand became ELBA, which is the acronym of the founder Elio Baggio. The brand, with the present logo, was registered in Italy in 1964.



**1964** From this year ELBA began to export its cookers to some European countries. Freestanding cookers models attracted many customers coming from the Middle-East. Models with bottle compartment led to explore and export to Northern Africa.



**1965 - 1977** During this period the yearly output grew from 20.000 to 120.000 units, thanks to the increase of exportations which already accounted for about 80% of the total production. In these years a growing share of production was secured by OEM appliances.

**1978** This year marks the beginning of the production of built-in cooking appliances. Initially, built-in electric ovens and soon after hobs, made to satisfy growing demand from the furniture industry.



**1979** The wider range of products gave greater access to the main European markets. Distributors from France, the United Kingdom, and Germany found Elba products innovative and with an appealing design.



**1987** The DE'LONGHI group acquired ELBA and other factories belonging to Elio Baggio, who had by then decided to leave behind the manufacturing activities. ELBA needed to define a new structure and dimension, proper to the growing expectations from the appliances industry and in line with the ambitions of De'Longhi group.



1990

1991

2000

2003

2006

2010

2015



THE FACTORY

**1990** The ELBA factory was moved to the present site in Borso del Grappa (Treviso province) where De'Longhi had the possibility to expand the factory area (50.000 sq. m.), to set up an additional enamelling plant, to install two painting line and to re-design the factory lay-out.

**1990** During this period, a policy of continuous investments in new products and facilities led to a dramatic growth in output (over 500.000 units per year) and turnover (over 75 million Euro).

**2000** Through these years lot of efforts were put to fulfil new projects centred on stainless steel predominance. Investments on new models responding to the latest requirements were not spared.



**2003** In 2003, the approach to the North American market began and supplies started one year later with excellent results thanks to a wide peculiarity of product range starting from the 48 inches cooker to the built-in 24 inches models.

**2006 - 2008** In 2006 the acquisition of Elba by Fisher&Paykel Group marks another milestone in the factory history. It is the beginning of a successful cooperation. The combined efforts and skills of the two R&D departments led to the development of an even more advanced and styled high level built-in cooking program. Two years later, in 2008, the turnover reached its highest level with over 92 million Euro.



**2010** With further expansion into the Middle East, the company's position has been consolidated by the introduction of new built-in products with gas technology. This year saw the launch of the TALENT FOR COOKING slogan, which from now on will complement the company's official branding.

**2015** In spite of a competitive and difficult economic market, ELBA still maintains a very strong position in all the markets it operates in. Due to customer loyalty and the indisputable commitment of all company personnel, Fisher & Paykel Italy continues as market leader in the domestic electrical appliance market. On the ELBA brand's 65th anniversary, the company decided to launch two new lines onto the market: the freestanding VINTAGE and the built-in ELIO line.



DESIGN and RESEARCH TECHNOLOGY QUALITY

Our expertise and flexibility in producing domestic appliances to meet the requirements of customers throughout the world have contributed to our expansion, and currently we export to over 60 different markets.

This is the result of market research, marketing strategies, and our ability to seize opportunities and anticipate trends, but it is also due to our state-of-the-art, desirable products. It is thanks to everyone concerned that ELBA is now one of the most well-known and respected brands in the cooking appliances sector.

The map in the background gives an idea of the extent of our company's various brands throughout the world. 40% of our products (totalling around 350,000 units) are sold in Europe, and the remaining 60% in the rest of the world, where we are present mainly with the ELBA brand.

The world market is increasingly challenging and competitive, but Fisher & Paykel Italy is fully prepared to approach this with enthusiasm and ingenuity, as we have demonstrated over the past 20 years of continued expansion. Our continual investment in new, increasingly efficient, innovative technology, capable of improving product quality, prepares us for tomorrow's market.

A BRAND WITH NO LIMITS. LOOKING  
OUTSIDE ITALY. A PIONEER OF MADE IN  
ITALY EXCELLENCE IN SOUTH EAST  
ASIA, EUROPE, AFRICA AND THE MIDDLE  
EAST SINCE THE 1970S,  
TODAY PRESENT IN DOZENS OF  
COUNTRIES AND ALWAYS LOOKING TO  
THE FUTURE.

YESTERDAY

CUC

E

MOI 44

ARREDAMENTI - BAR - A  
BRESCIA VIA MORETTI

SOL

ASOL



**Elio B**  
INDUSTRIA  
MAROS



CINE

Pa

3 POL

CAFFINI  
013

MOKASOL

MOKASOL

MOKASOL

416

Baggio  
A CUCINE  
STICA



EDILIZIA

MOBILI

ELBA / MADE IN ITALY

NAVI

FERROVIE

**FORMICA**

**TRAFFOLYTE**

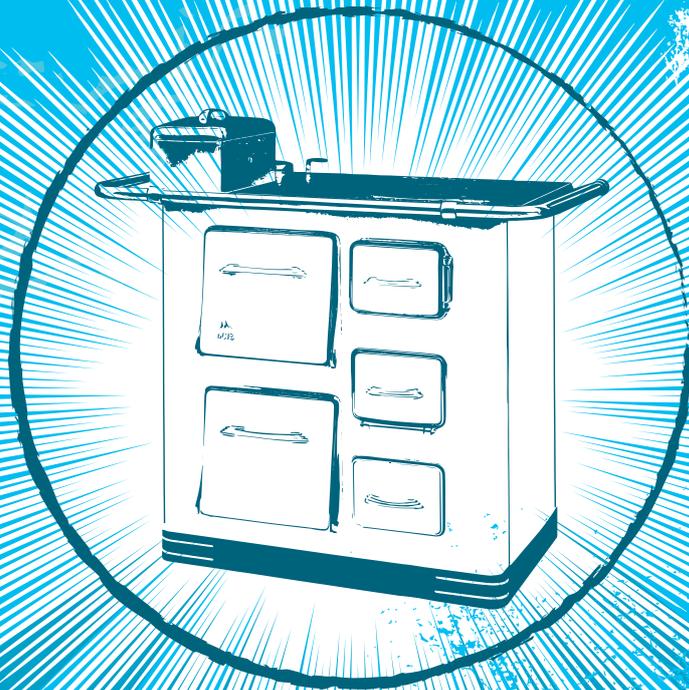
ARREDAMENTI  
SANITARI

CARROZZE



since 1950\_ talent for cooking

ERBA



— SINCE —

1950

*the heart of the kitchen*



1950

WOOD-BURNING STOVE  
THE ESSENCE OF LIFE IN THE KITCHEN  
DURING POST-WAR YEARS

# 06

## A BRIEF HISTORY

1960



1960

### FIRST GAS COOKER, THE EVOLUTION

COOKERS START TO BE INTENDED ONLY FOR CULINARY PURPOSE.

1964



1964

### FIRST GAS COOKER WITH BOTTLE COMPARTMENT

ELBA EXPLORES EXPORT OPPORTUNITIES.

1970



1970

### COOKERS FEATURE ELECTRIC POWER

THE START OF MODERN COOKER CONCEPT.

1978



1990



2010



1978

**BUILT IN RANGE**  
FURNITURE INDUSTRY OPEN NEW  
SCENARIOS.

1990

**STAINLESS STEEL PRODUCTS**  
NEW SEMI-PROFESSIONAL TENDENCY  
BECOMES FASHION IN THE KITCHEN.

2010

**BUILT-IN MAXI OVEN**  
PRODUCT LINE COMPLETED IN  
ALL THE SEGMENTS.

# TODAY



A vast range suitable for customer personalisation which creates countless alternatives. This choice is driven by love for our work but mainly due to the satisfaction of knowing that we have a suitable solution for each customer and business partner.

TALENT FOR COOKING ALSO MEANS  
BEING ABLE TO SATISFY EVERY ONE ON  
THE DIFFERENT REQUIREMENTS  
ARISING FROM DIVERSE CULTURES AND  
APPROACHES TO COOKING.  
FOR THIS REASON ELBA OFFERS THE  
WIDEST RANGE OF COOKER PRODUCTS.

19

The flames of passion for our work are never extinguished. If we can claim to be the undisputed market leader, it is precisely because we have never stopped research and development and product testing.

We started with ELBA free-standing cookers and gas-fired ovens which, year on year, have been improved.

Our desire to experiment has taken us even further, to include all types of ovens and built-in cooker hobs, combining exclusive design and ergonomics - key to creating unquestionably useful, efficient products.

Our talent for cooking is defined by scrupulous attention to detail, choice of materials and options which bring our high performance, easy to use and safe products to life. Good looks are a given but even more important is functionality.



*talent for cooking* 21

*since 1950 \_ talent for cooking*

---

# FREESTANDING

22

## FREESTANDING A CHOICE OF FREEDOM

A kitchen must engender freedom of expression, somewhere to invent, experiment and sharpen the senses.

We at Fisher & Paykel Italy are convinced that the kitchen should be equipped with all the comforts which help to express creativity. In our free-standing ELBA cookers we have therefore combined the functionality of technology with an attractive aesthetic, to create a welcoming and stimulating ambience.

Innovation and tradition are perfectly balanced in our designs, the result of years of experience in the field, creating flagship products for our business.

We have a solution for every situation, for example the free-standing 50 x 50 for those who need high performance in small spaces, and the 130 x 60 MAXI, for those who require a larger design, giving the kitchen a touch of style.





Ingredient

- .200 gr flour<sup>23</sup>
- .75 gr softener
- .60 gr cold water
- .pinch of salt
- .sweet sausage

March 8.00

Fromy's appointment  
B.



FREESTANDING  
A CHOICE OF FREEDOM





---

# VINTAGE

26

FREESTANDING  
VINTAGE  
OLD FASHION STYLE

More than a nostalgic nod to tradition, for us the free-standing line is a tribute to our early days. For ELBA it all began in the 1950s with these models making us famous worldwide, and which we still supply today, revisited and updated.

The romantic, retro lines conceal the finest technology, highly sophisticated appliances and wide choice of accessories, making these elegant cookers practical and easy to use.

Our Vintage cookers provide a touch of character to the furnishings, breathing new life into the ambience with their soft lines, pastel colours and unmistakable style. An increasingly popular genre influencing the style of the furnishings, a real must for those who love to be at the forefront of fashion.



since 1950 - talent for cooking

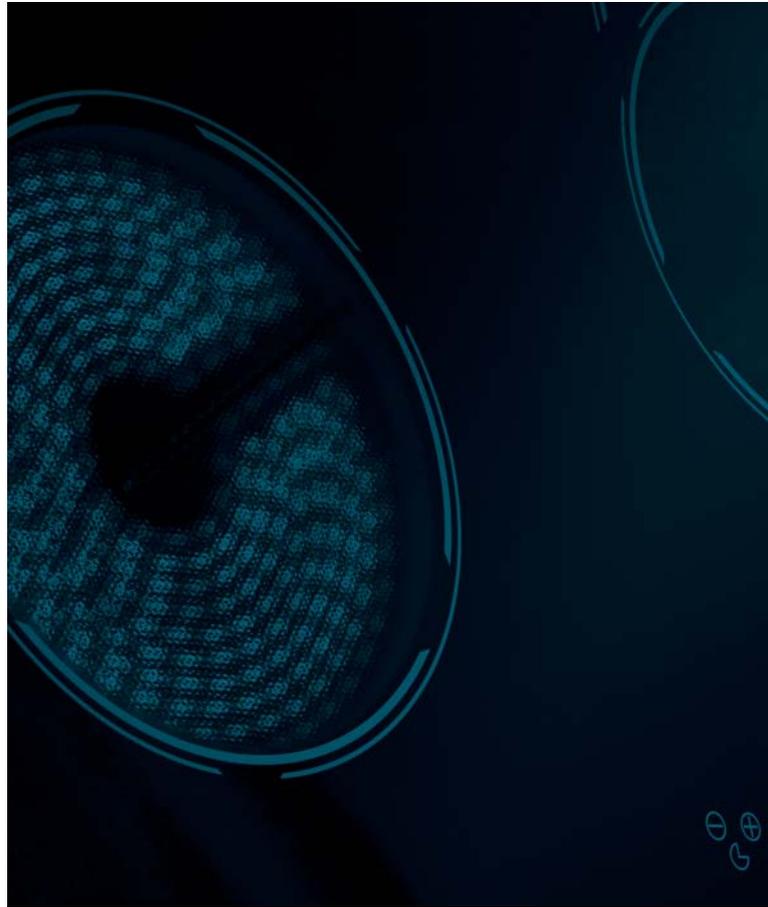
☞ FREESTANDING  
VINTAGE  
OLD FASHION STYLE





since 1950 \_ talent for cooking

BUILT-IN APPLIANCES  
COOKING SPECIALISTS



A SEAMLESS  
INTEGRATION  
BETWEEN  
STYLE AND  
EFFICIENCY,  
TO HAVE ONLY  
LUXURIOUS  
SURFACES





Lightness, innovation and appeal are revealed in the new built-in models.

Top quality materials, designed with the latest generation technology, ensure high performance and excellent home ergonomics.

ELIO has simple, minimalist lines in an exclusive style; an elegant and discreet design.



---

# OVENS RANGE

34

## COOKING SPECIALISTS

Fashions and trends follow one another with increasing rapidity. Often it is innovation which makes us change our lifestyle, at other times our lifestyle requires new technological solutions. Household appliances for cooking change, at times imperceptibly, perhaps just minor details, small measures which improve performance.

At Fisher & Paykel Italy we always seek the best ideas to create state-of-the-art products. We see ourselves as pioneers in this sector, starting to manufacture ovens many decades ago.

Continuing research and testing in the field have led us to produce an increasingly vast range of built-in models, offering everyone the option of a domestic oven with professional performance.

We have a solution for every situation - powerful, versatile and simple to use - or ovens for specific uses, such as for meat. There is a right ELBA product for everybody, because we want everyone to be able to demonstrate the best of their cooking talents.





since 1950\_ talent for cooking

ELBA  
MADE IN ITALY





since 1950... talent for cooking

---

# COOKTOPS

The word "taste" in the kitchen is not only a question of the palate, but also a synonym of class. Because when you buy a cooker hob today, it is a clear expression of style.

We realise this and therefore offer all the available technology on the market.

There are classic gas or induction hobs, with four or more burners and even smaller sized or traditional-looking hobs.

All ELBA hobs are made with top quality materials and therefore always give above standard results.

All are equipped with features for increased safety and performance, such as for example, in induction hobs, a booster function for rapid cooking times and reduced energy consumption.







# 08

42

## RESEARCH AND DEVELOPMENT DEPARTMENT

Maintaining our position at the forefront of innovation and superior quality requires continual and sustainable investment. Fisher & Paykel Italy regards technical research as fundamental to their business, and therefore devotes considerable resources to the development of new ideas in respect of its products. Reliability of materials, durability over time and technological innovations which improve performance and day to day use, start from our research laboratory which is equipped with cutting edge systems. It is also due to this team that ELBA products are competitive in international markets, since it is here that safety and practical features are developed, as well as the design, ready, as ever, to reflect market trends.



QUALITY IS A BALANCE OF RESEARCH,  
DESIGN AND MANUFACTURING.

## RESEARCH AND DEVELOPMENT

Safety cannot be disregarded in respect to kitchens and we must be absolutely certain that our products are 100% reliable. We are proud therefore to be able to say that we are one of the few companies in this sector in the world to have a certified gas testing laboratory, as reflected in our AFNOR-CERTIGAZ certification, obtained in 2000 by the CE mark and CSA International certification. This permits in-house, self-certification of our gas and electric lines, ensuring that every ELBA product leaving our factory is absolutely perfect. We test every single piece of every range in our laboratory, only then are we able to ensure the highest qualitative and efficiency standards.



# TO GET JUST THE BEST





GOING AGAINST THE TIDE AND KEEPING ENAMELLING IN-HOUSE. THIS IS ALSO A SIGN OF OUR ATTENTION TO DETAILS FOR ELBA PRODUCTS. ONLY BY PERSONALLY CONTROLLING ALL THE MANUFACTURING STAGES WE CAN MAINTAIN OUR HIGH STANDARDS. DEGREASING, ENAMELLING AND FIRING ARE CONSTANTLY MONITORED FOR A PERFECT END RESULT.



# FACTORY

WHERE THE TALENT FOR COOKING TAKES PLACE

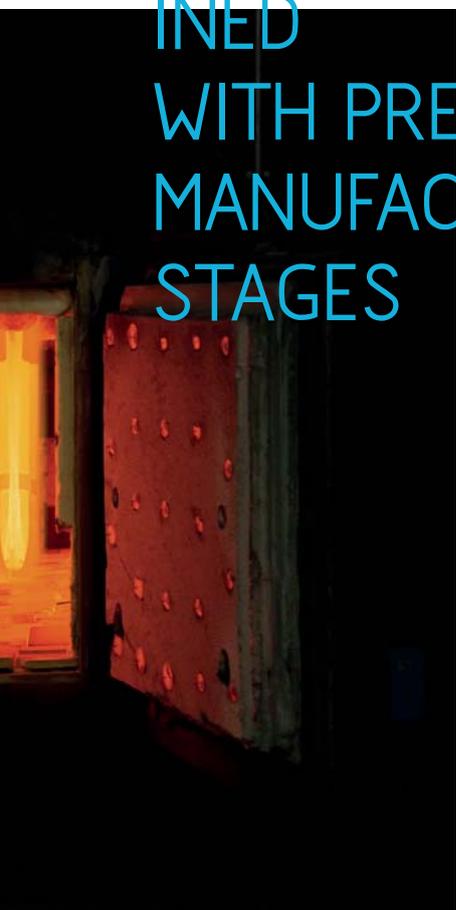
*FINISHED PRODUCT QUALITY CAN ONLY BE OBTAINED WITH PRECISE  
MANUFACTURING STAGES*



since 1950 \_ talent for cooking



FINISHED  
PRODUCT  
QUALITY  
CAN ONLY BE OBTAINED  
WITH PRECISE  
MANUFACTURING  
STAGES



All stages of the manufacturing process are controlled by a system of procedures and a system of checks and records which ensure the required level of quality in all operations. ELBA obtained international certification to ISO 9001 Standard in September 1998. Our internal quality assurance system was previously certified to the “CE” mark Requirements from 1995 onwards. In November 2009, the quality assurance system was updated to comply with ISO 9001:2008.



# QUALITY

*since 1950 - talent for cooking*



**Fisher & Paykel Italy Appliances SpA**

Via Fabbian Matteo, 7  
31030 Borso del Grappa (TV) Italy  
Tel: +39 0423 9121  
Fax: +39 0423 912440  
Email: [info@elba-cookers.it](mailto:info@elba-cookers.it)  
[www.elba-cookers.it](http://www.elba-cookers.it)

Production management  
Fisher&Paykel Appliances Italy

Graphic  
Lisa Longo

Photo  
Claudio Rocci  
Gianni Sabbadin

Print  
Grafica EFFE 2

**Important Notice of Disclaimer.**

Our brochure contains information on a wide subject of products which we manufacture and / or sell internationally. Some particular products, models or sizes which are detailed in this brochure may not be available for sale and purchase in your area or country, if available the product may have different options to those depicted in the brochure. Before agreeing to purchase a particular product by reference to this brochure please check its availability and accuracy of its description.

Copyright © FISHER & PAYKEL 2015. All Rights Reserved. The product dimensions and specifications in this brochure apply to the specific products and models described at the date of issue. Under our policy of continuous product improvement, these dimensions and specifications may change at any time. You should therefore check with your local dealer to ensure this brochure correctly describes the products currently available.



