

# Press Release

29/9/2017

## Even the smallest detail can make the difference

Elesa handles and knobs stand out on the impressive Belle Epoque chromium-plated steel **coffee machines** produced by **Elektra S.r.l.** and destined for the **Coffee Shops 1882**, a project by **Caffè Vergnano**, an Italian coffee maker. These special coffee shops feature the most exclusive attention to each detail in order to provide consumers with a unique and complete service made of quality. The goal of this project is the spreading of the culture of drinking the original "Italian Espresso", a daily ritual to enjoy.

Elektra got in contact with Elesa a few decades ago. They were looking for components to fit their chromium-plated steel coffee machines. The proposal by Elesa was the production of the standard **I.126 shaped handles** and **VCR.192 shortened lobe knobs** in a special material. The final decision was a **briar-root-similar plastic** material providing a sophisticated style as well as resistance to wear, humidity and high temperatures. An example of the versatility that Elesa products can offer.

A successful business collaboration between two Italian companies sharing values such as good quality and design, and great care even in the smallest details. It is no coincidence if today another Italian company, Caffè Vergnano, sharing the same values, has recognised in Elektra special machines the right choice for such an ambitious project.

*"Our coffee machines are not a mere tool to make coffee. They are a real piece of furniture to be integrated and combined with the environment they are conceived for. We intend it to be noticeable, to be placed in the spotlight to make the difference. Therefore, the choice of each component, even the smallest, is a key factor."* – says the Sales Manager of Elektra.

As or most **customised solutions** that Elesa offers to its customers, the starting point is a standard product from the catalogue. This strategy allows to quickly deliver **cost-effective solutions** with performing the quality of a standard product but in a customized execution".

*"We are particularly proud to share the final result of the collaboration with our customer. Our components combined to the steel of these coffee machines, translate into concrete the excellence of these three Made in Italy brands, leader in their own sectors. In Elesa, we are certain that even the smallest aesthetical details of a component contribute to enhance the value and quality of the final product".*



Filter holder handle and steam wand knob in briar-root-similar plastic material produced by Elesa.



The coffee machine Barlume

## Press Box

**Contact:** Daniel Hodson  
**E-mail:** [marketing@elesa.co.uk](mailto:marketing@elesa.co.uk)

**Elesa (UK) Ltd**  
26 Moorlands Estate, Metheringham Lincolnshire  
LN4 3HX  
Tel 01526 322670 – [sales@elesa.co.uk](mailto:sales@elesa.co.uk)

[www.elesa.com](http://www.elesa.com)

**STANDARD MACHINE ELEMENTS WORLDWIDE**

**elesa®**