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# In-Store Merchandising Guide

North America





“Our family started manufacturing kitchen appliances in Italy in 1882, building a reputation for quality of engineering and passion for good food.

Today, our products stand out because of their unique blend of authentic Italian design and superior appliance technology. It is the purpose of this design guide to convey this promise through a tangible, branded in-store experience.”



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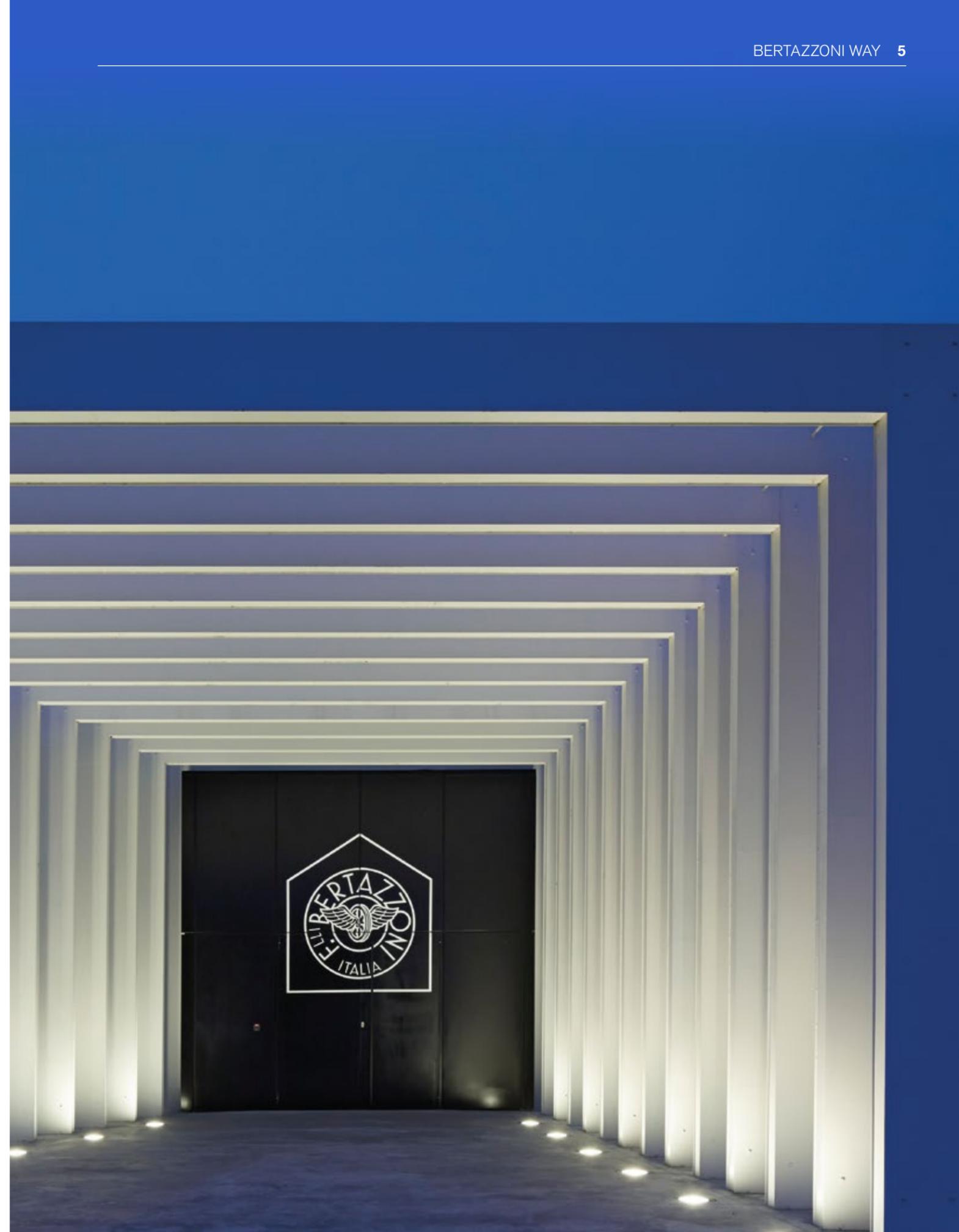
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## Why the guide was created

The success of a brand is - among other things - the result of how consistently and accurately it is presented to existing and future customers in all venues - physical and digital.

This guide sets the ground rules for creating impactful showroom presentations of the Bertazzoni brand and its products.

While adaptable to the specific characteristics of each location and project, respecting these guidelines will ensure that the equity of the brand, its heritage and its authenticity are reflected as best as possible in your showroom.



# Brand presentation requirements

For over 140 years, the Bertazzoni brand has been recognized for the uniqueness of its product designs. This same attention is given to the development of display supports for showrooms, creating a unique Bertazzoni experience based on four key elements:

Emotion

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The Series

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Coordinated Design

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Colors and Finishings

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The four cornerstones of authentic and unique Bertazzoni experience in dealer showrooms are:

**Emotion** - Conveyed through the Brand values, Family, Food and Engineering, and company history dating back to 1882.

**Series** - Professional, Master, and Heritage Series for designing the most beautiful kitchens in the world.

**Coordinated Design** - Enhancing the beauty of the kitchen environment with unique design elements such as handles and knobs.

**Colors and Finishes** - Inspired by the excellence of Italian craftsmanship, they encompass automotive paints, special metals, elegant textured finishes, and classic-inspired enamels.



# Inspiring Spaces



# Arrangement of appliances

The In-Store Merchandising Guide offers tailored solutions based on available space and display opportunities.

**Pronto** - Semi-Custom solutions designed to showcase Bertazzoni appliances simply and effectively for rapid deployment. This new display format highlights the unique features of Bertazzoni appliances and includes POP materials highlighting the brand values and the product unique design and features.

**Su Misura** - Custom mono-brand showroom design solutions for larger spaces. The Bertazzoni design team will help design every detail of the showroom together with the customer. The brand identity and product Series will be presented consistently with Bertazzoni's official guidelines.



## Pronto

Semi-Custom Solutions



## Su Misura

Custom Solutions

To start the planning process for Pronto or Su Misura contact your local Bertazzoni sales representative or visit [Bertazzoni.com](https://www.bertazzoni.com)

# Pronto

## Semi-Custom Solutions

Create a personalized experience in your showroom by combining the modules and special pieces developed by Bertazzoni. This allows you to create a unique and distinctive space that highlights the four key elements, making it easier to present and sell Bertazzoni appliances.

### Display requirements

- One range for each series
- One range in color/finish
- One suite in coordinated design
- Brand and Design Elements POP (see page 34)

In this section:

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L - Shaped Display

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U - Shaped Display

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Modules

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## L - Shaped Display



## U - Shaped Display



# Suite - Coordinated Design

## Modules

Dimensions: W: 110" H: 94" D: 28"



# Built-in Display

## Modules

Dimensions: W: 70" H: 94" D: 28"



# Oven Column Display

Modules

Dimensions: W: 33" H: 94" D: 28"



# Range & Hood Display

Modules

Dimensions: W: 42" H: 99" D: 30"

Black or Wood



# Side By Side 48" & 66"

Modules

Dimensions: W: 51" H: 94" D: 28" / W: 69" H: 94" D: 28"



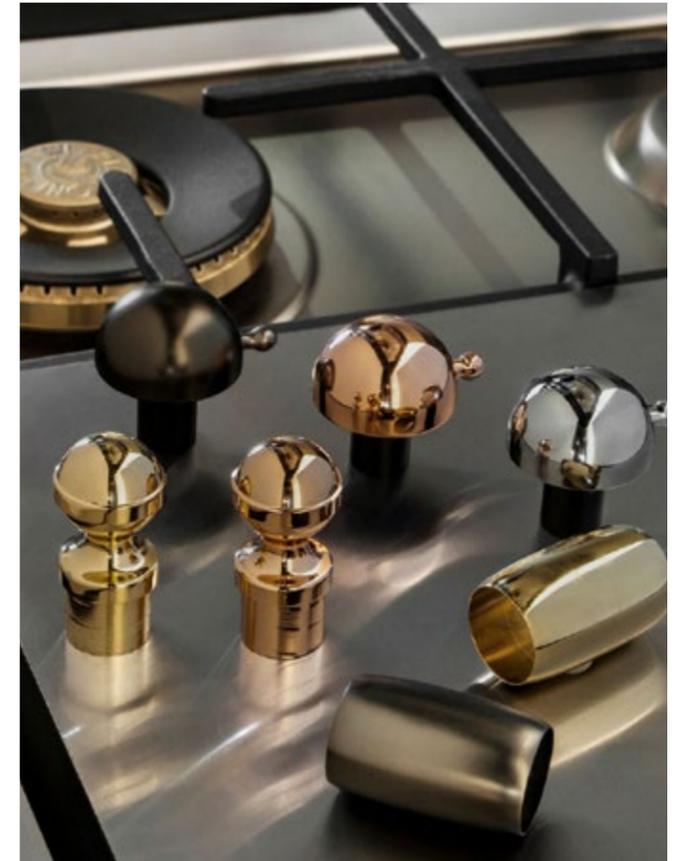
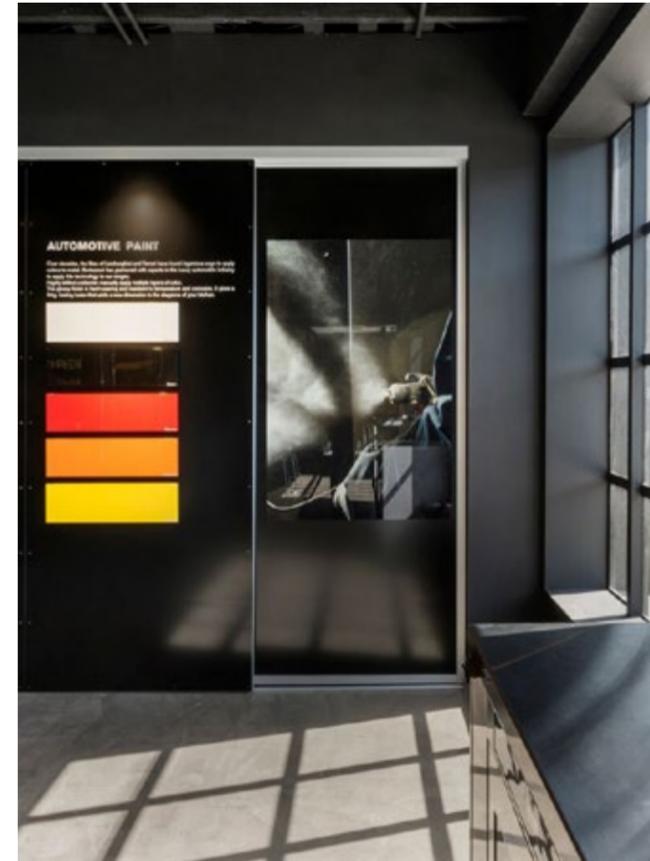
# Su Misura

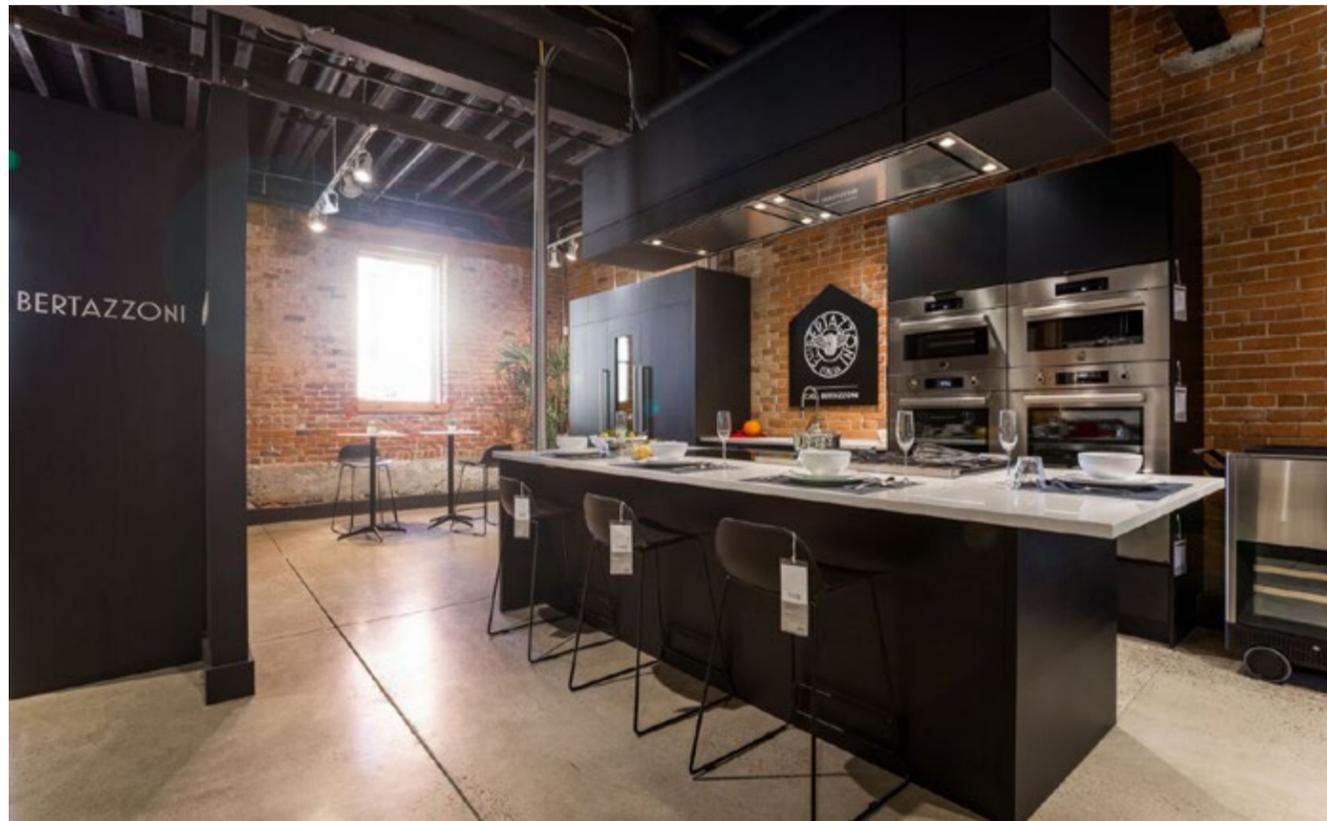
## Custom Solutions

Bertazzoni's monobrand showrooms stand out for their design elements characteristic of the brand, display spaces designed to showcase the product range, and features aimed at facilitating sales. For partners who wish to open a Bertazzoni showroom, a team of experts will assist the client in designing the entire showroom: external signage, windows, entrances, display areas, graphics, and marketing materials.









# Official moodboard

**Su Misura** showrooms around the world have been designed to provide an excellent shopping experience based on Bertazzoni's four distinctive elements: Emotion, The Series, Coordinated Design, and Colors and Finishes.

1.

## Cabinets

AGT  
Matt black Lacquer Surface Panel  
Pearl Black #3010  
Scratch resistant and fingerprint-free

2.

## Appliances finish

Stainless steel or colors  
(as example of Bertazzoni finish)

3.

## Back Wall

Eggers Wood Products  
Vincenza Oak H3157 ST12

4.

## Floor

Natural oak wooden staves

5.

## Countertop + Backsplash

Viatera 2 CM  
Lento



## Countertop + Backsplash



### Grey Stone

Coloured body porcelain continuous surface



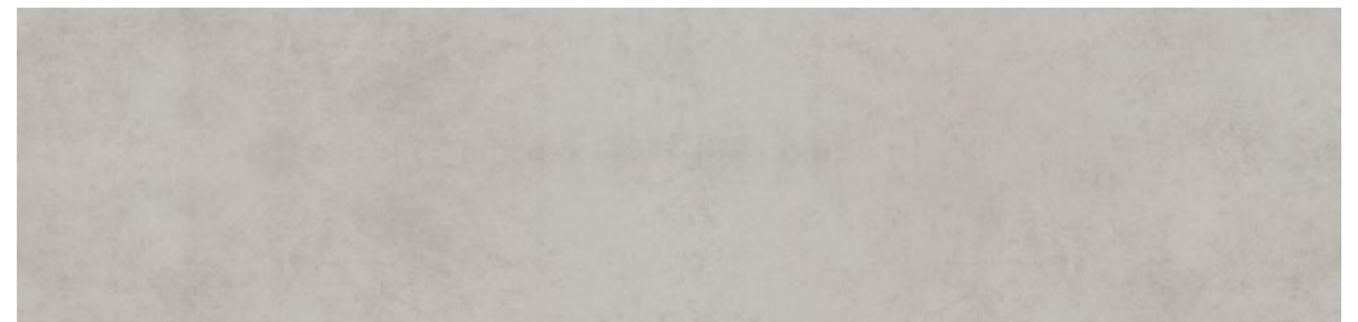
Eggers Wood - Vicenza Oak

## Floor



### Natural Oak

Wooden Staves



Homogeneous concrete floor

The recommended floor finishes and materials are suggestions in case a reflooring of the identified space.

# Branding, Graphics & Signage



# Panels

## Wall-mounted



### Colors and Finishes Panel

#sku CAT307749B

Panel with brushed aluminium finishing direct printed with Bertazzoni colors and finishes samples.

Dimension: 20x40 inches

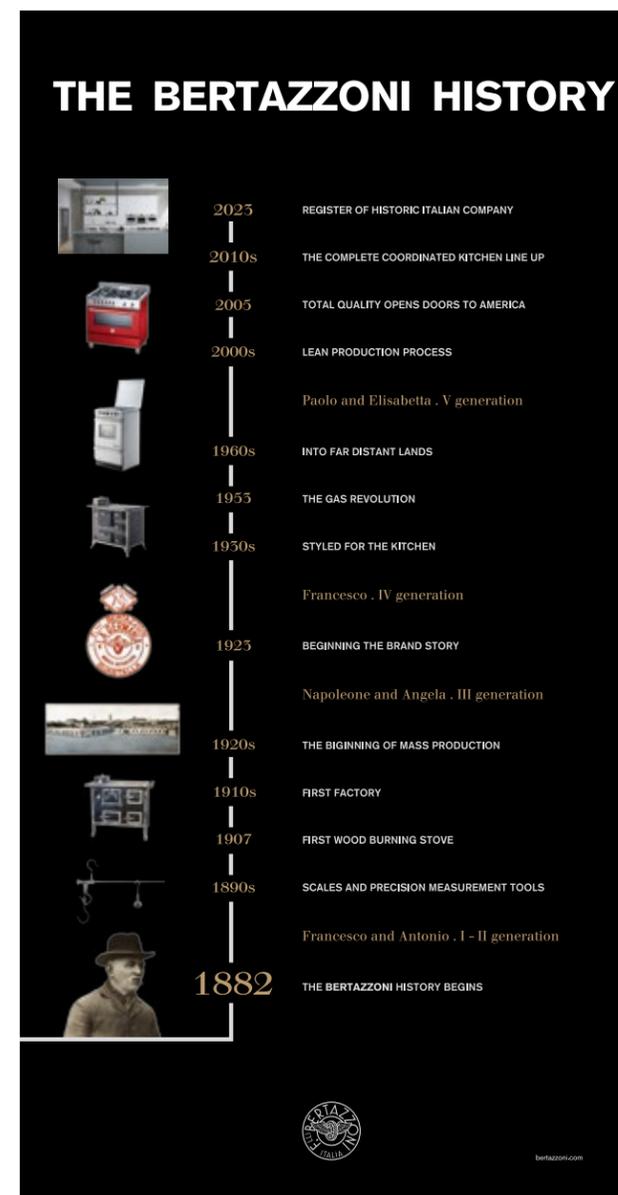


### Design Series Panel

#sku CAT307951B

Panel with brushed aluminum finishing showcasing the Bertazzoni Series and Collezione Metalli.

Dimension: 20x40 inches



### History Panel

#sku CAT307950B

Panel with aluminum finishing directly introducing the Bertazzoni's history.

Dimension: 20x40 inches



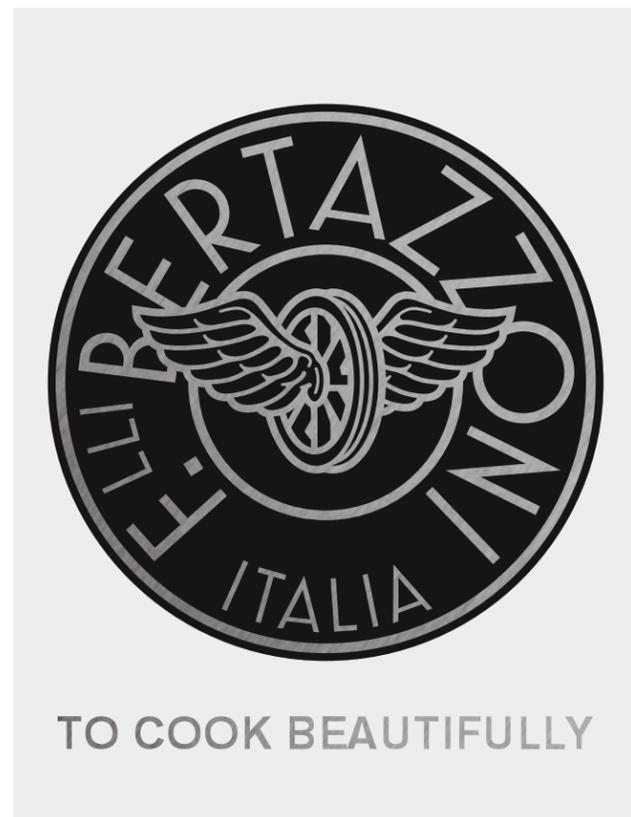
### Branding Panel

#sku CAT307737B

Panel with brushed aluminium finishing direct printed with logo and introduction text.

Dimension: 20x40 inches

## Logo and POP



### Bertazzoni Logo

#sku CAT307740B

Stainless steel logo with black background

Dimension: 30" diameter

**IMPORTANT:**

"to cook beautifully" is part of the logo.  
Do not change font, proportion, size or distance

Font: Berthold Akzidenz Grotesk BE - bold



### Bertazzoni stainless steel T-stand

#sku CAT307735B

Stainless steel freestanding logo

Dimension: 7x10 inches

Refer to the Bertazzoni marketing material price list for the product orders.

## Wall Customization

'Bertazzoni never forgets that its roots are in the traditions of the Italian family, and that it remains a specialist in the very personal art of cooking.'

'Where Italian heritage meets culinary excellence. Crafted in the heart of Emilia Romagna, Italy since 1882. Inspired by generation of Family, Engineering and Food.'

'The vital ingredient of our heritage, to make it really powerful, is engineering. We apply design and technology to deliver what our end-users want in their kitchens.'

### Bertazzoni Introduction text

3D text (or vinyl sticker pre-spaced) applied on painted wall

Font: Berthold Akzidenz Grotesk BE - bold

#### PROFESSIONAL SERIES

Smart thinking.  
Clean lines.  
Precise design.

#### MASTER SERIES

Practical elegance.  
Integrated vision.  
Beautiful efficiency.

#### HERITAGE SERIES

Authentic inspiration.  
Classic style.  
Powerful influence.

### Bertazzoni Series text

Vinyl sticker pre-spaced applied on cabinet's panel

Font: Title: Berthold Akzidenz Grotesk BE - bold  
Subtitle: Berthold Akzidenz Grotesk BE - regular

# Window Sticker



## Bertazzoni Logo

Vinyl sticker pre-spaced applied on the window

Color: white or black

Size to be adapted by each project

### IMPORTANT:

“to cook beautifully” is part of the logo.  
Do not change font, proportion, size or distance

Font: Berthold Akzidenz Grotesk BE - bold

## Bertazzoni Logo Horizontal version

Vinyl sticker pre-spaced applied on the window

Color: white or black

Size to be adapted by each project

Font: Berthold Akzidenz Grotesk BE - Md

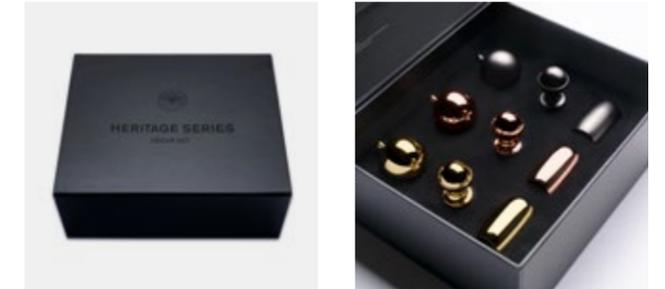
# Samples



## Color Box

#sku CAT307734B

Refer to the Bertazzoni marketing material price list for the product orders.



## Decor Set Heritage Series

#sku CAT307684B



## Decor Set Master Series

#sku CAT307742B

# Lighting & Props



# Lighting

## Technical and Decorative Lights - Suggestions



### Spotlights track

Color: black or white



### Pendant lights

Color: black or white



### Recessed spotlights

Color: black or white



### Cylindrical spotlights

Color: black or white

# Props



### Modern stool with or without backrest

Color: black or chromed steel



### Tap

Color: chromed or matt black

# Props

## Suggestions



linear wood cutting boards

clear glass water and wine glasses set

white modern not decorated ceramic set

modern inox italian coffee maker

modern inox cookware

clear glass jug

# Bertazzoni Literature

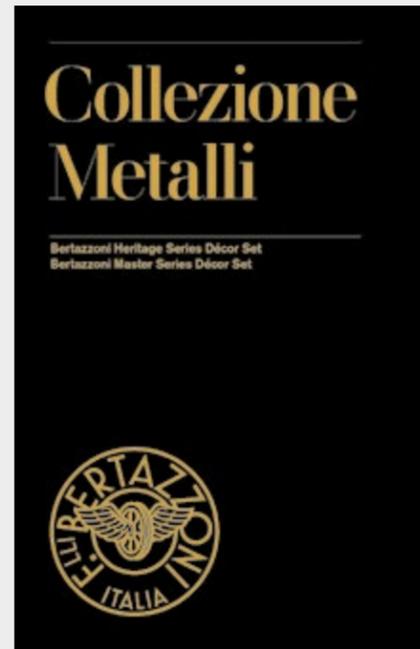


## Literature



US &amp; Canada Catalogue

#sku CAT307921B



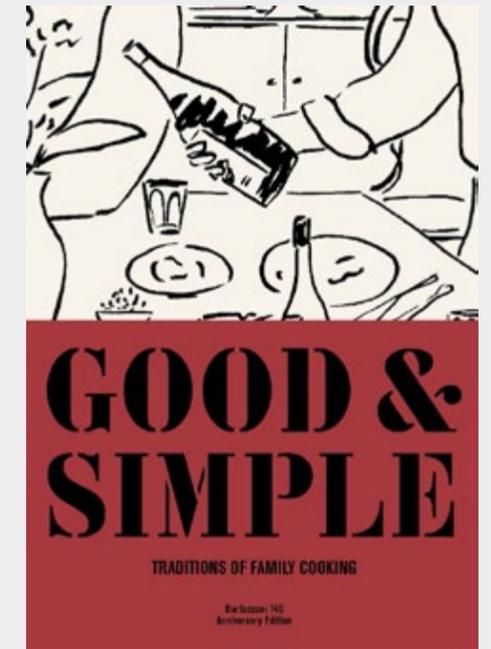
Collezione Metalli Brochure

#sku CAT307696B



Bertazzoni Monography

#sku CAT307691B



Anniversary Cookbook

#sku CAT307916B



AUTOMOTIVE PAINT  
VERNO AUTOMOTIVE

TEXTURE PAINT  
VERNO SURFACCE

MINERAL PAINT  
VERNO

COLLEZIONE  
MIXED FINISHES  
COLLEZIONE  
PASTELLE  
PASTELLE



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vandersandestudio

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