
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.”



Bertazzoni way

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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

The Series

Coordinated Design

Colors and Finishings

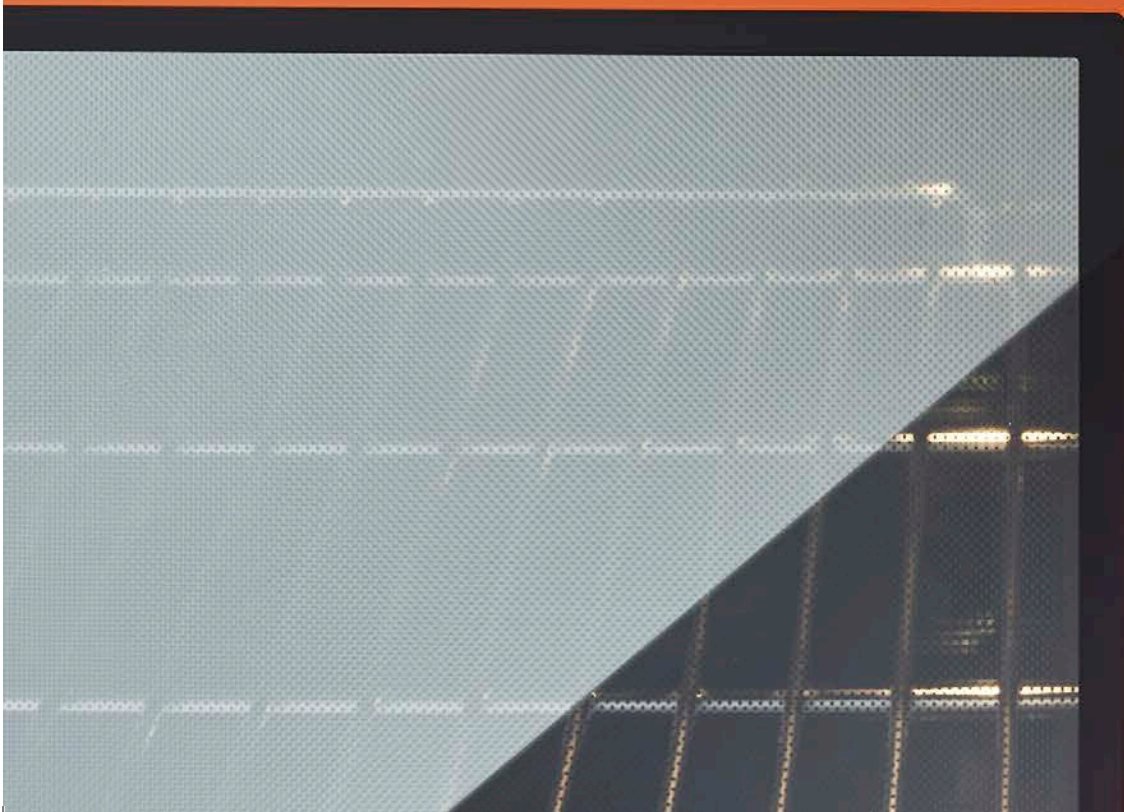
The four cornerstones of authentic and unique Bertazzoni experience in dealer showrooms are:

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.

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



Su Misura

Custom Solutions

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:

L - Shaped Display

U - Shaped Display

Modules

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

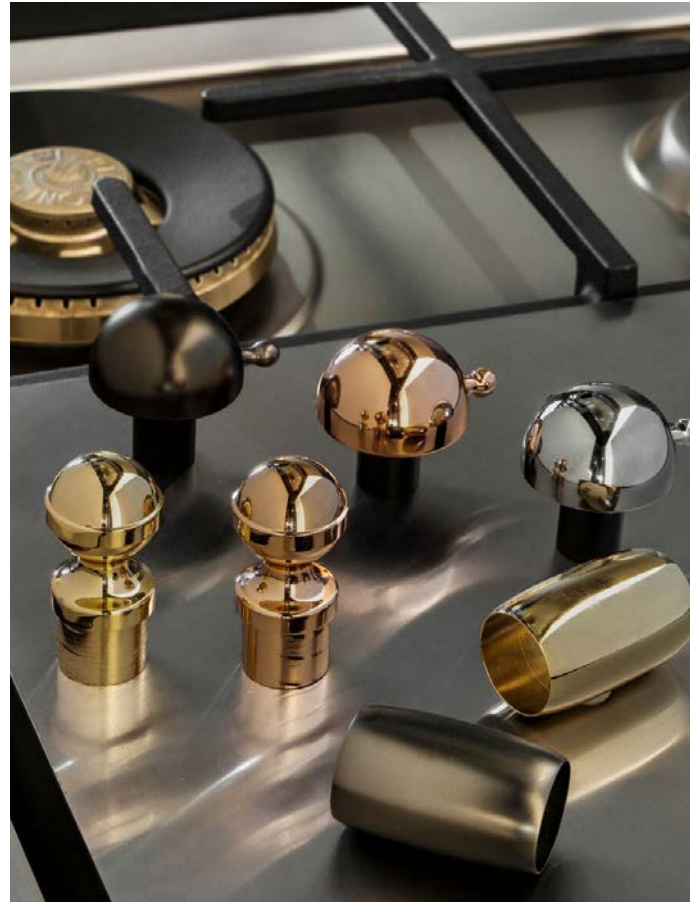
Bertazzoni's monobrand showrooms stand out for their design elements characteristic of the brand, display spaces designed to showcase the product range, and features aimed at facilitating sales. For partners who wish to open a Bertazzoni showroom, a team of experts will assist the client in designing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



1

3

4

5

2

Countertop + Backsplash



Grey Stone

Coloured body porcelain continuous surface



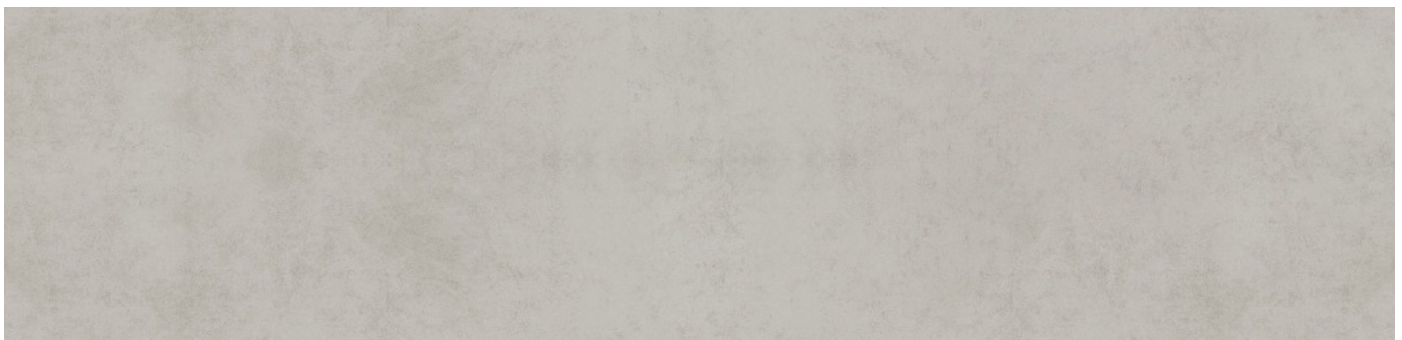
Eggers Wood - Vicenza Oak

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



SPECCHIO

CONCEPT

Questo rivestimento è la deposizione di ossidazioni metalliche e altri componenti in silicio. Il metallo viene generato attraverso la evaporazione del materiale solido in una camera a vuoto.

This coating is the deposition of metal oxides and other components in silicon. The metal film is generated through the evaporation of the solid material in a vacuum chamber.

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



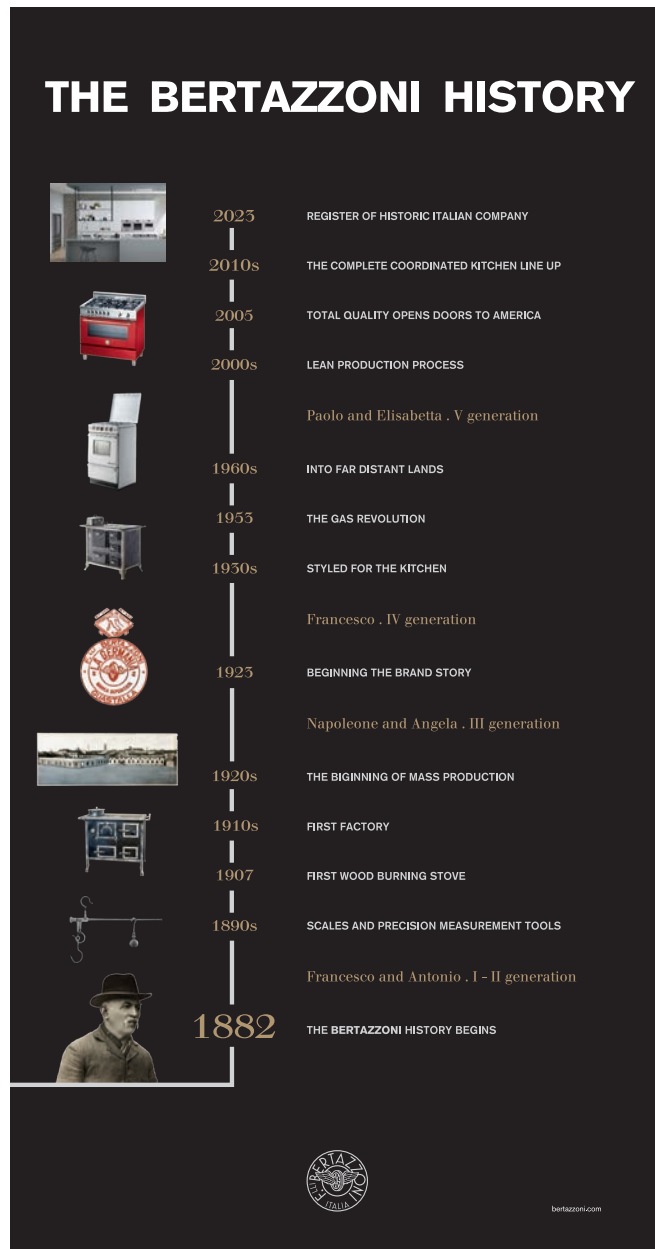
Design Series Panel

#sku CAT307951B

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

Dimension: 20x40 inches

THE BERTAZZONI HISTORY



2025 REGISTER OF HISTORIC ITALIAN COMPANY

2010s THE COMPLETE COORDINATED KITCHEN LINE UP

2005 TOTAL QUALITY OPENS DOORS TO AMERICA

2000s LEAN PRODUCTION PROCESS

Paolo and Elisabetta . V generation

1960s INTO FAR DISTANT LANDS

1955 THE GAS REVOLUTION

1930s STYLED FOR THE KITCHEN

Francesco . IV generation

1925 BEGINNING THE BRAND STORY

Napoleone and Angela . III generation

1920s THE BEGINNING OF MASS PRODUCTION


1910s FIRST FACTORY

1907 FIRST WOOD BURNING STOVE

1890s SCALES AND PRECISION MEASUREMENT TOOLS

Francesco and Antonio . I - II generation

1882 THE BERTAZZONI HISTORY BEGINS



bertazzoni.com

History Panel

#sku CAT307950B

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

Dimension: 20x40 inches



TO COOK BEAUTIFULLY

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

Dove la tradizione italiana incontra l'eccellenza culinaria.
Creato nel cuore dell'Emilia Romagna, Italia dal 1882.
Ispirato da tre pilastri fondanti: Famiglia, Ingegneria e Cibo.

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.

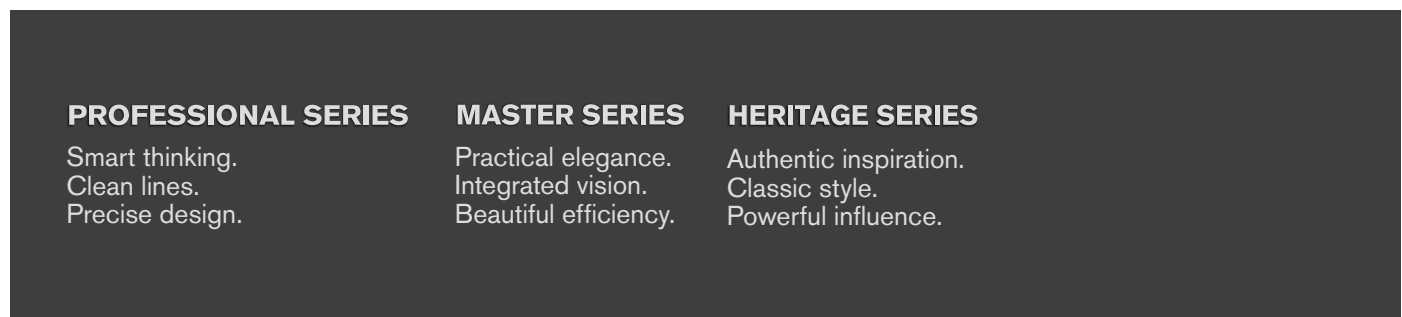
Wall Customization



Bertazzoni Introduction text

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

Font: Berthold Akzidenz Grotesk BE - bold



Bertazzoni Series text

Vinylic 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 & Canada Catalogue

#sku CAT307921B



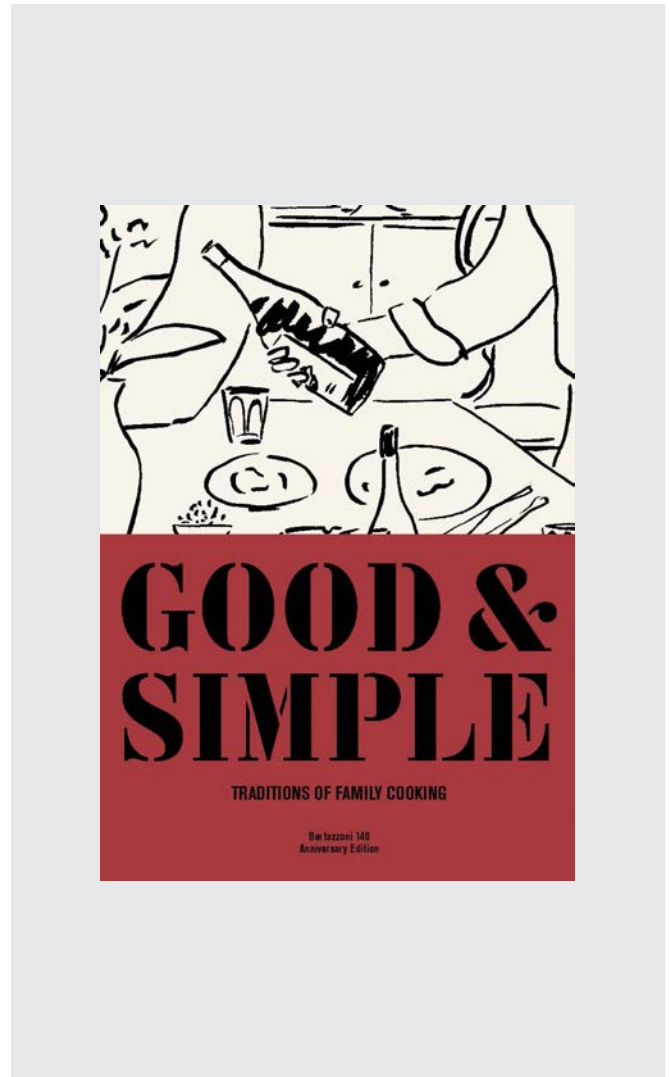
Collezione Metalli Brochure

#sku CAT307696B



Bertazzoni Monography

#sku CAT307691B



Anniversary Cookbook

#sku CAT307916B





COLOURS AND FINISHES
COLORI E FINITURE

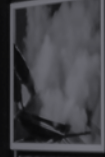
Descrivere il colore e la finitura...
Descrivere il colore e la finitura...
Descrivere il colore e la finitura...



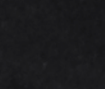
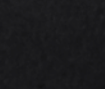
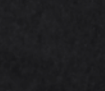
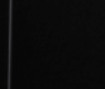
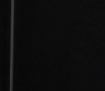
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EMERALD PAINT
SMALTA



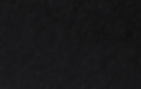
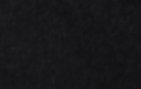
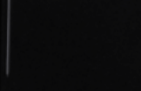
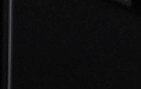
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Descrivere il colore e la finitura...



TEXTURE PAINT
VERNICI GOFFRATE



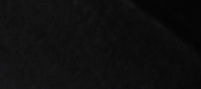
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Descrivere il colore e la finitura...



AUTOMOTIVE PAINT
VERNICI AUTOMOTIVE



Descrivere il colore e la finitura...
Descrivere il colore e la finitura...



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