



Rivarolo Mn, 5th October 2009

## Ballarini presents the new business unit **Ballarini Professionale** 120 years of the most authentic values made in Italy



The new trademark distinguishing the catering project.

Ballarini Spa, a company established in 1889, is now a major reality in Europe from the point of view of production and it is one of the leaders in innovation, both due to the technologies applied and the models offered. Ballarini is present worldwide, exporting 75% of its production, providing its greatest expression on the German market where it has been operating for years with a dedicated branch.



The Ballarini family has reached its 5th generation. Standing from the left Roberto, Luca, Angelo, Giuseppe. Seated from the left Alessandro, Emilio, the Chairman and Guido.

Always careful to analyze new trends and the needs of the most advanced consumers, Ballarini is able to process ethically responsible products and projects, to safeguard the health of people and the environment. Our commitment in this direction was recently sustained with our taking part as speaker at the Congress for Environmental Law held at Mantua last September alongside the Nobel Prize winners Betty Williams and Lech Walesa, a commitment that is to continue over the coming months in New York at the UN Conference Hall.

“In this framework, too, after 120 years of tradition and innovation, we have decided to develop a new branch of the company, Ballarini Professionale,” states the Ballarini family, “It is not a straightforward transposition of home lines adapted to the world of catering, on the contrary a proper company, with a dedicated commercial and production structure. The project is the result of years of study and its realization has engaged a team of experts and advisors of an exceedingly high level”.

11 product ranges  
more than 700 articles  
4 150 models  
different non-stick coatings



Non-stick coatings especially developed for ho.re.ca.

Ballarini Professionale expresses itself with the Haute Cuisine programme: as many as 700 items divided into 11 different collections created to satisfy the needs of the chef. It is planned to use every type of material: from aluminium to steel, from iron to copper.

Besides completeness, the other and perhaps more significant novelty that distinguishes the Ballarini Professionale project is the note of innovation dictated by both the quality and the application standards of the new “Kerastone” coatings: a proposal comprising 4 exclusive non-stick coatings specifically designed by the Ballarini R&D department. “We understood that in order to enter catering we needed something really innovative, able to conquer the positiveness and reliability that the professional world demands, - continues Alessandro Ballarini, the man in charge of the Ballarini Professionale

project, “This is why we thought of introducing new tools for cooking that allow unexpected and precise performance thanks to the Kerastone coatings in the Titanium, Superior, Profi and Granite versions: exclusive non-stick coatings, never before applied on professional cooking tools”.

The evolution in this sense consists in using safe and innovative materials, a fundamental requirement that will preserve this new range of products together with more complete practicality and efficiency in the kitchen.

Complete control over the production supply chain, another essential aspect for the purposes of quality, integrates with another fundamental activity of supervision that the company has always assigned to prestigious international bodies such as Neutron (Italy), LGA (Germany) and Danish Institute (Denmark) to assure absolute food fitness and safety of its non-stick coatings.

Ballarini, with its 120 years of history where quality and innovation, creativeness and tradition coalesce, is therefore ready for a new challenge.

The first appointment with the Ballarini Professionale project is at Host, the International Show for professional hospitality.



SALONE INTERNAZIONALE DELL'OSPITALITÀ PROFESSIONALE  
INTERNATIONAL EXHIBITION OF THE HOSPITALITY INDUSTRY

**Milano Rho Fair**  
**Hall 7 Stand B48 B54 D47 D53**



**Dr. Alessandro Ballarini – Ballarini Professionale project manager**



**Dr. Felice Del Magro – General Advisor**



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**Dr. Luc Lagorce – Italian sales manager**



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