



## *LAGO MAGGIORE CASALINGHI*

One of the most important areas for the production of household goods can be found close to Lake Maggiore, one of the most famous tourist destinations of **North-West Italy** in the province of **Verbano Cusio Ossola**.

What has made it into a reference point for excellence is the high level of specialization applied to the production of articles and utensils for the kitchen and table (pans, cutlery, accessories) that have made the history of world design in the past century.

There are over 200 companies within the district, counting a work force of more than 1,650 workers including international leaders like Alessi and Lagostina, alongside a network of small and medium-sized companies and a strong bent towards export.

In the first 9 months of 2010 the sector of “metal products”, which household goods are part of, registered exports worth over 115 million euros.

### **LagoMaggioreCasalinghi: the Brand**

The key factors of success for the Household Wares District of Lake Maggiore lie in the particular skills and in the productive and technological abilities that have contributed to the achievement of very high quality levels. A long **tradition** links Lake Maggiore to products for the home: here, Alfonso Bialetti designed and produced the famous “Moka” coffee maker, Lagostina began the production of pressure cookers and the Alessi family developed its manufacturing activity.

Today, general economic development drives businesses to constantly improve their products and services through collaboration and innovation.



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Thus, in 2006, the brand **LagoMaggioreCasalinghi, promoted by the Chamber of Commerce and by a group of companies** and trade associations was born to take the opportunity of marketing their products in a coordinated way to enable the client to recognise those characteristics of quality and care during the production process, of tradition and ethics, understood as respect for the environment and for staff health and safety, that have distinguished “made on Lake Maggiore” products for more than a century.

The brand involves the household goods manufacturers of Lake Maggiore in a network that places value both on the tangible aspects of product quality and the intangible ones like sustainability, innovation, design, business ethics, respect for the environment, distinctive skills and traditional production methods.

With the brand name , the businesses on Lake Maggiore want to offer a sign of cohesion and confidence, together with a strategy that communicates the quality of the products.

In terms of the graphics, the brand re-interprets gesture, synthesising the message: a pan, represented by the circle and a ladle, pictured in the shape of Lake Maggiore. The ladle mixes the ingredients in the pan during preparation, lovingly serving the dish when it is ready. The heart of our production lies within our territory that offers quality, a quality conceived and created by men who were born and have lived here, cradled by Lake Maggiore.

To obtain the certification **LagoMaggioreCasalinghi**, and use the brand, companies must guarantee precise requirements of quality and subject themselves to the control of an external inspector.



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**LagoMaggioreCasalinghi certifies:**

- The **quality, safety and innovation of the products**, based on practices and procedures adopted during the production process and during quality control.
- **Business ethics** To use the brand, a company has to demonstrate that it operates in accordance with the principles of ethical entrepreneurship which means respecting work regulations, safeguarding the rights of workers and the general public, safety standards and the environment.
- the **value** of the services offered and of the organization
- the guarantee that the products are “**made in Italy**” also with regards to their traditional production processes

To obtain certification, there is first a pre-audit phase and then a full-scale audit phase.

If the audit is positive, the right to use the brand is awarded. The audit has been assigned to Rina s.p.a, an established certification company, founded back in 1861.

Today, 13 final producers have been certified and 4 other businesses have begun the certification procedure.

**LagoMaggioreCasalinghi** certification has already been awarded to:

- BB&B di Bianchi Giulio e c. snc
- Calder snc di Legnazzi Marco e c.
- Casalinghi STO srl
- Cerutti Inox srl
- Eppicotispai sas
- Fonderie Della torre srl
- Forever srl
- Iparapid Arvonio di Arvonio Valerio
- Maco Creazioni di Piana Emanuele Maria
- Metallurgica Motta srl
- Metallurgica Italo Ottinetti srl
- Spezie e Co. di Daniela Gruppetti
- Ruffoni srl



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The certification procedure is underway for:

- o Calderoni Fratelli spa
- o Legnoart snc
- o SAP srl
- o TopMoka Italia di Orlando Leone

### **LagoMaggioreCasalinghi – The Excellency Club**

**LagoMaggioreCasalinghi** was created in 2009 grouping together associations of the same category and being coordinated by Fedora, a special agency of the Verbano Cusio Ossola Chamber of Commerce. It is a natural development in the course of events that started with the adoption of the “**LagoMaggioreCasalinghi**” brand: all the “club’s” companies have been certified or have initiated the certification process.

The association **LagoMaggioreCasalinghi** carries out the following activities on behalf of its associates:

- Promotion on international markets
- Innovation
- Support in Quality development and certification



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**The facts and Figures of LagoMaggioreCasalinghi Association are:**

16 firms

Budget 2009-2010: 1 million euros

Total number of employees:125 (8% of the total in the VCO district)

Total turn-over: approx.18.000.000 euro

Average age of the businesses: 50 years

Export: an average 60% of the turn-over. Germany France, USA, Spain and Japan are the main markets, followed by Switzerland, Canada, Holland, England, Belgium, Australia.

Patents: the association boasts a total number of 23 patents and 17 brand-names.

Among the promotional activities that the network has already carried out, the most significant concerns the Russian market.

Altogether our associates have met 61 Russian buyers in 173 b2b meetings in Moscow, St Petersburg and on Lake Maggiore, with the co-financing of the Region of Piedmont and the Ministry for Economic Development.

In the second half of 2010 the association began a "scouting" of the US market. 16 commercials were made and broadcast on the USPaytv station "MY Family TV", during the programme "Faces of Italy", dedicated to Italian cookery.

Also under way is an important line of action dedicated to research and technological innovation. A project in collaboration with Nanoireservice, a research centre for nanotechnology, is about to be concluded concerning new materials applied to household wares, in particular regarding inductivity and non-stickability.

The following businesses are members of the association:



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1. BB&B di Bianchi Giulio e c. snc (graters and small kitchen utensils in stainless steel)
2. Calder snc di Marco Legnazzi e c. snc (small stainless steel kitchen utensils)
3. Calderoni Fratelli SPA (stainless steel and nickel silver cutlery and trays)
4. Casalinghi STO srl (stainless steel bar and table utensils)
5. Cerutti Inox srl (steel table- and kitchen-ware and accessories, bag hooks in various materials)
6. Eppicotispai sas (small kitchen utensils)
7. Fonderie Dellatorre srl (heavy non-stick cookware)
8. Forever srl (aluminium and steel coffee makers)
9. Iparapid Arvonio di Arvonio Valerio (aluminium coffee makers)
10. Legnoart snc (accessories, kitchen- and tableware and equipped trolleys)
11. Maco Creazioni di Piana Emanuele Maria (wooden items for the kitchen and table)
12. Metallurgica Motta srl (steel items for the bar and restaurant)
13. Metallurgica Italo Ottinetti (cookware, canisters, kitchen utensils, accessories in aluminium)
14. Ruffoni srl (cookware and kitchen utensils in copper and steel)
15. SAP srl (cookware in non-stick aluminium and steel)
16. Spezie e Co. (spice-mills in ceramic, wood and plexiglass)