



The evolution of steel in the kitchen

Vittinox: true, everything can be done with steel. Well, almost anything

From initial idea to design, up to the finished product. An all-round service that starts from an empty room. This is the new challenge of Vittinox, a company in the province of Treviso specialising in stainless steel processing, which has been working successfully for over a year in the production of strictly tailor-made steel kitchens for a select clientele. The company, which since 2001 has manufactured bespoke domestic and professional kitchens, is now a benchmark in the industry both in Italia and abroad. This new project - says Vittinox president Paolo Armellin - is a great challenge for us because it has opened the door to an unfamiliar world. Until now, we had focused on industrial clients. However, today we are aiming our kitchens at interior designers, architects and niche customers. A new market that we are attempting to stimulate with new ideas and designs. And that is reaping the rewards. We make bespoke indoor and outdoor kitchens, designed on the basis of our customers' requests. We try to satisfy their dreams, to accomplish what they are asking for (even when they ask for the impossible) and we do it by providing them with advice and assistance at every stage: from the idea to the design, up to the actual creation". To be able to do this we need expertise, professionalism, experience and an eye for beauty. Qualities that Vittinox staff, 23 employees including technicians and the sales team, certainly do not lack. "Every project - continues Armellin -, made with specific 3D software, is studied, discussed and processed with the customer and gradually re-



fined until it is approved. A phase that can sometimes take months. This is because the search for details, accessories and finishing is ongoing. We want to offer something different to our customers, something that others do not. This is what has always made Vittinox competitive over the years". Then it is left to the skilled hands of capable and highly qualified staff to make the finished product unique. "Our products are made by staff brought up with steel, which is a complex material to mould. And this is what makes the difference. What we deliver to the customer - a complete kitchen or part of it - is an indestructible high-quality product that, thanks to its machining, will remain unchanged over time - concludes

Armellin. With a 16% increase in turnover for the first quarter of the year (compared to the same period last year), the company from Treviso is aiming high, at foreign markets, where it has already strengthened its presence in some countries, but also at Italia from which it is receiving numerous requests. And it does so with the desire to expand the range of kitchens, but also with a fresh new project already in the pipeline, which will be presented at the end of next year with a new catalogue: a range of finished door panels to be proposed as a complement to the kitchen with various special and innovative looks, details and finishes, ranging from ecoglass and organic materials to those based on nanotechnologies.