

Distinctive identity

INSPIRED BY *STEEL*  
AN OUTSTANDING RAW MATERIAL  
FOR ITS MANY FORMS  
FOR ITS *MANY SOLUTIONS*  
FOR ITS BEAUTY AND UTILITY  
FOR ITS ABILITY TO *SURPRISE*  
*SIMPLY BARAZZA*

**BARAZZA**  
taste of design

The simplicity of stainless steel.  
Our ability to shape it  
into exceptional product designs.  
A penchant  
for things designed well,  
and made even better.  
Our preference  
for the artisan tradition and  
technological innovation.  
This is what pushes us  
to create kitchen solutions  
offering high performance.  
Transforming our passion  
into excellence  
that creates passion.

# DESIGN, INNOVATION, ARTISAN SKILL

The essence of Barazza lies in the  
purity of stainless steel.



# Distinctive identity

/ 60 YEARS OF BARAZZA

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# ONE FAMILY AND ITS GREAT ENTERPRISE

It was the year **1968** when **Pietro and Antonio Barazza** established their company in **Santa Lucia di Piave**, in the heart of Treviso's Stainless Steel Valley, near the towns of Conegliano and Vittorio Veneto.



# A JOURNEY THROUGH TIME

Barazza's story is a family tale that turned into a company narrative. Guided by their passion for beauty and experimentation, the Barazza brothers launched an entrepreneurial adventure that continues to be handed down from generation to generation. Their passionate spirit of the early days lives on, thanks to their unflinching desire to make technology beautiful.



# A STORY IN THE FUTURE

The Barazza collection has grown over time and the company has strengthened its presence, first on the **Italian market**, then **internationally**. A passion for **design, beauty and style** makes Barazza a reference in the production of stainless steel kitchen products and appliances.



Today, Barazza is a **sector leader** as it continues to evolve, keeping alive the entrepreneurial spirit of its early days: technological innovation, quality and design remain at the heart of its philosophy, making every product a **symbol of Italian excellence**.

# AN ENTREPRENEURIAL ADVENTURE STUDED WITH SUCCESS

Barazza has always designed and manufactured products that combine exclusive Italian design with innovative solutions. Trust in technology, attention to detail, continuous experimentation. This is Barazza, from 1968 to today.

F.LLI BARAZZA S.R.L.  
WAS FOUNDED

1968



THE JOLLYNOX BRAND  
WAS CREATED

1973

**JOLLYNOX**



FIRST EXPANSION

FREESTANDING  
PRODUCTS

1975



1980

BUILT-IN PRODUCTS



FIRST EXPANSION

1986



1990



MADE-TO-MEASURE  
WAS INTRODUCED



NEW PRODUCTS

2000



2005

WOLO COLLECTION  
SELECT COLLECTION

**BARAZZA**

THE BARAZZA BRAND  
WAS CREATED



2008

TAO COLLECTION  
LAB COLLECTION



40TH ANNIVERSARY





MADE-TO-MEASURE WAS EXPANDED

2009



NEW PRODUCTS



LAB EVOLUTION COLLECTION

2020

MIZU KASAI COLLECTION



Mizu Kasai

2011

BARAZZA SHOWROOM



ZEFIRO RANGE ICON COLLECTION

2021

OUTDOOR COLLECTION



Outdoor



B\_FREE FUSION LAB FUSION

2015

BARAZZA COOKER HOODS



FEEL COLLECTION



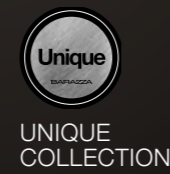
SHOWROOM EXPANDED

2023

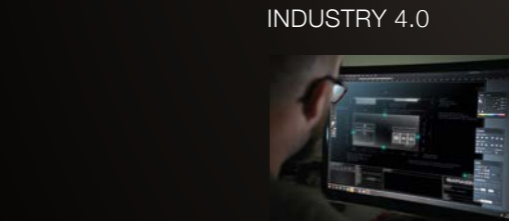
ACCESSORISED CHANNELS



2016



UNIQUE COLLECTION



INDUSTRY 4.0

2024

AURA COLLECTION



AURA COLLECTION



Aura

2018



MOOD FUSION



AH.B SYSTEM

2026

NEW COLLECTIONS



50 Half century. Is it enough? 50TH ANNIVERSARY



STAINLESS STEEL

# SUPREMACY BORN FROM OUTSTANDING MATERIALS

For Barazza, stainless steel has been both a raw material and a source of inspiration **for almost 60 years.**

From this meld of intentions, ingenious works continue to take shape: products that are made to last and create excitement every day as much as the first.

For its creations, Barazza prefers **AISI 304 stainless steel** that boasts exceptional hygiene and resistance to corrosion. The Outdoor collection is made using **AISI 316 stainless steel**, which is known for its extraordinary beauty and weather resistance.



# AESTHETICS AND FUNCTIONALITY: *SUBSTANCE* BEHIND THE *FORM*

Barazza uses AISI 304 stainless steel, which boasts exceptional hygiene and resistance to corrosion, and AISI 316 stainless steel, which is highly resistant to the elements.

Barazza's offering includes 5 different finishes, each one designed to meet different style requirements.

**Scotch Brite** satin gives an elegant finish. **Trama** features a criss-cross pattern giving products a new tactile feel and practical finish. **Mat** combines design and a functional anti-fingerprint finish. **Vintage** brings the material to life using a manual processing technique, making each piece truly unique. **Soft-V** is the result of an artisanal technique used to give the surface a soft, sleek look.



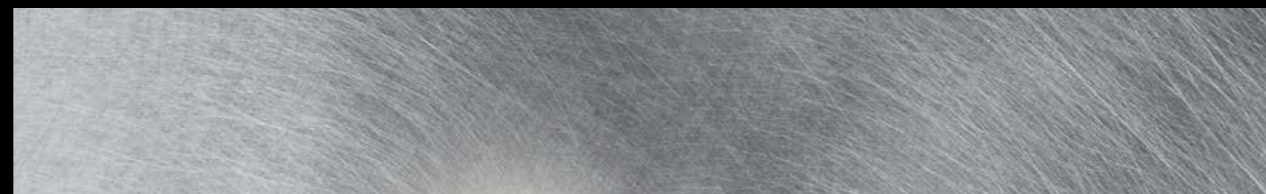
SATIN



TRAMA



MAT



VINTAGE



SOFT-V



MADE IN ITALY

# THOUGHT, INSPIRATION, CREATION. DESIGN *LIVES HERE*

Founded in Santa Lucia di Piave, Barazza is inspired by the beauty of Italian landscapes and art, and incarnates the true spirit of the **Made in Italy** philosophy.

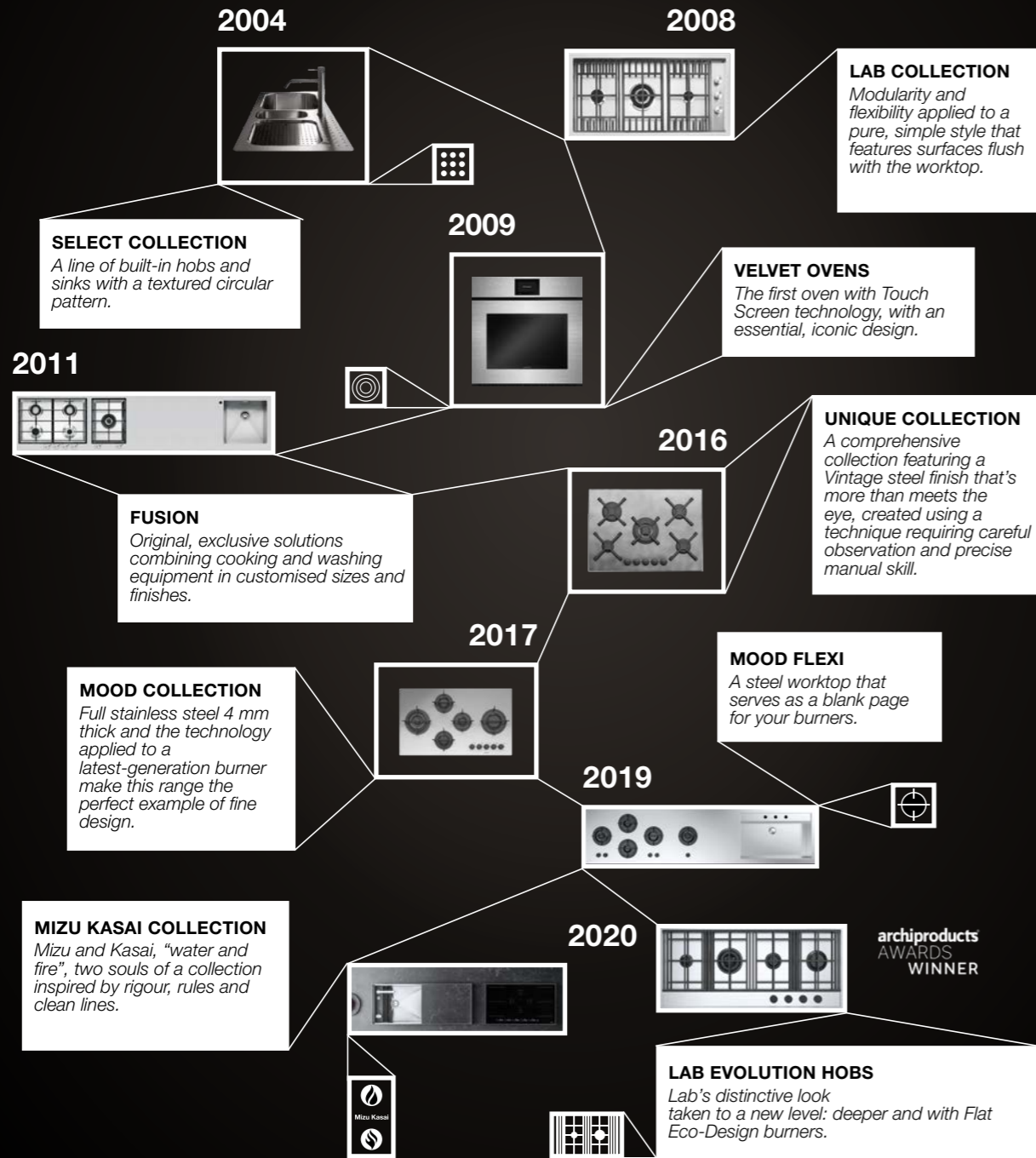


Culture and artistic tradition merge in a **unique and distinctive design signature** identifying Barazza's original solutions. The firm's constant drive to change feeds its desire to create products that exceed aesthetic, functional, dimensional and compositional expectations.

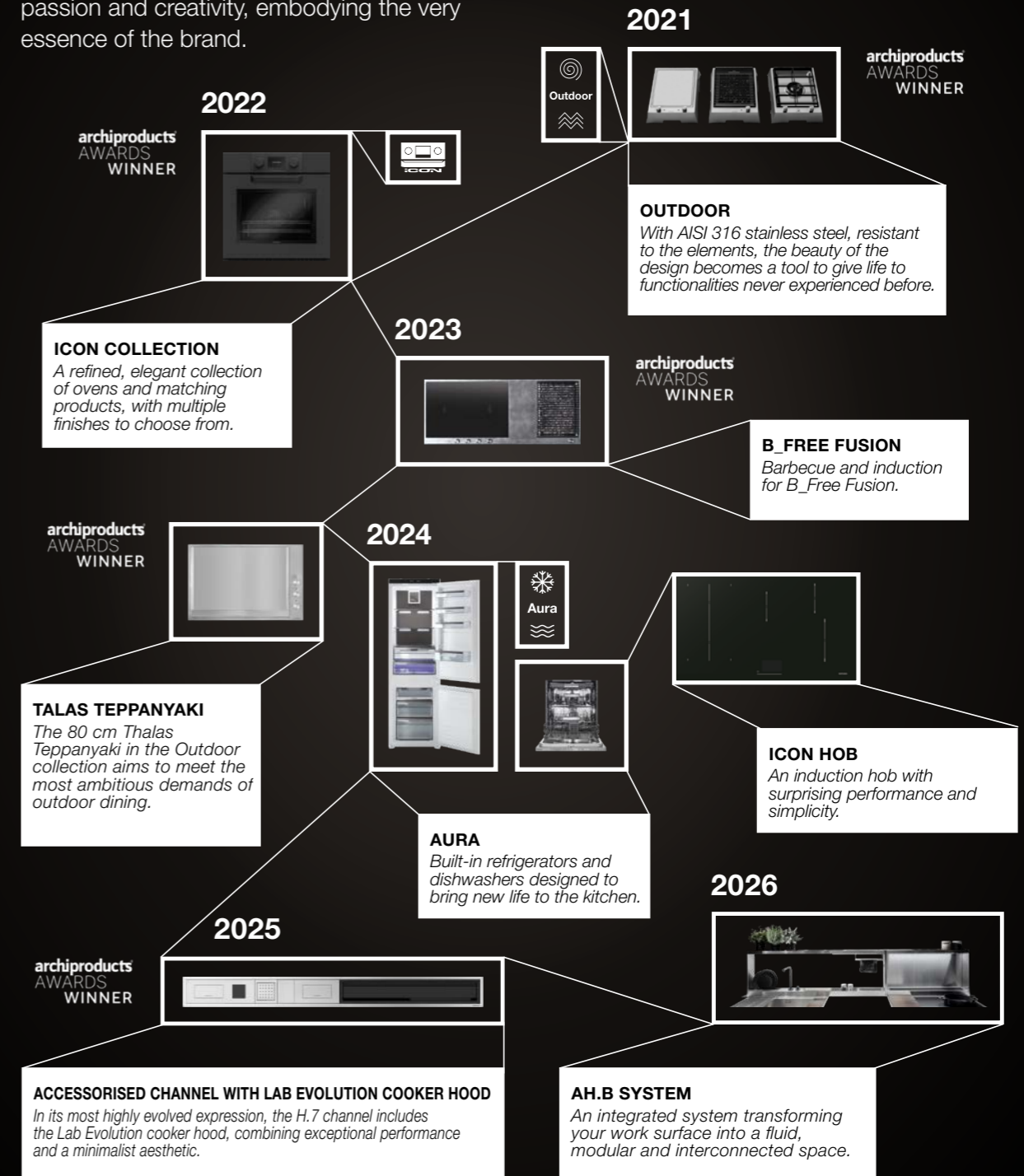
Barazza achieves this thanks to its production system that relies on the **ability of its people** to put their **own unique characteristics at the service of the group**.

These are professionals who know that great results are achieved together, by sharing at every stage of the project. This is how they create exceptional, sometimes tailor-made products, ones that don't just meet quality standards, but are the fruit of a quest for perfection.

# TIMELESS ELEGANCE, INNOVATION GUARANTEED



Iconic products represent Barazza's commitment to creating unforgettable culinary experiences. Each element tells a story of passion and creativity, embodying the very essence of the brand.



# COMMITTED TO THE FUTURE

Barazza has embarked on a journey that goes beyond numbers. Barazza is consciously mapping its **sustainable actions** using the Synesgy assessment, certified according to internationally recognised parameters.

Some 26 material topics related to areas of ESG have been mapped to bring tangible results, aligned with 6 of the 17 Sustainable Development Goals set by the United Nations. And our journey doesn't stop with reporting – it's an ongoing process: an open, transparent exchange with all stakeholders, through communication channels centred around sharing. Because, at Barazza, creating outstanding products is also about protecting the value of what we build, together. Each decision and action forms part of our broader vision, which sees manufacturing tradition and our sense of responsibility towards the future naturally intertwine.

## BARAZZA S.R.L.'S SDGs



### Health and wellbeing

Ensuring health and wellbeing for all.



### Clean and affordable energy

Integrating low-impact solutions into the production cycle, thanks to sustainable energy sources.



### Decent work and economic growth

Promoting full and productive employment, decent working conditions, and encouraging lasting economic growth.



### Industry, innovation and infrastructure

Resilient infrastructure, sustainable industrialisation and innovation.



### Responsible consumption and production

Ensuring sustainable production and consumption patterns



### Climate action

Promoting action, at all levels, to combat climate change.

Mapping these areas with the help of Synesgy and working with the 26 material topics related to areas of ESG has taken us on a journey uniting all stakeholders across multiple communication channels.

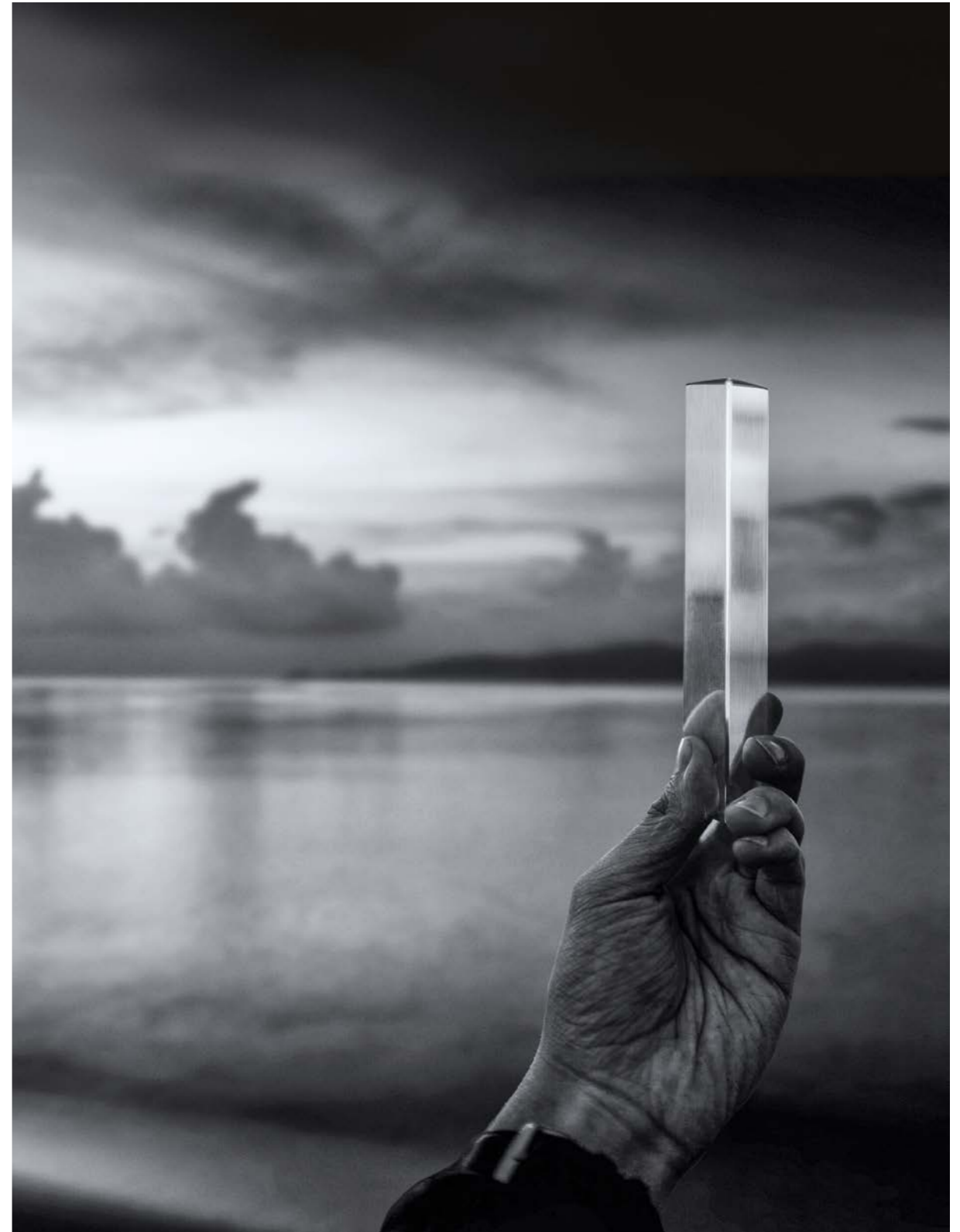
# THE QUEST FOR PERFECTION. FROM *QUALITY* TO *ENVIRONMENTAL PROTECTION*

Informed choices lead to excellence.

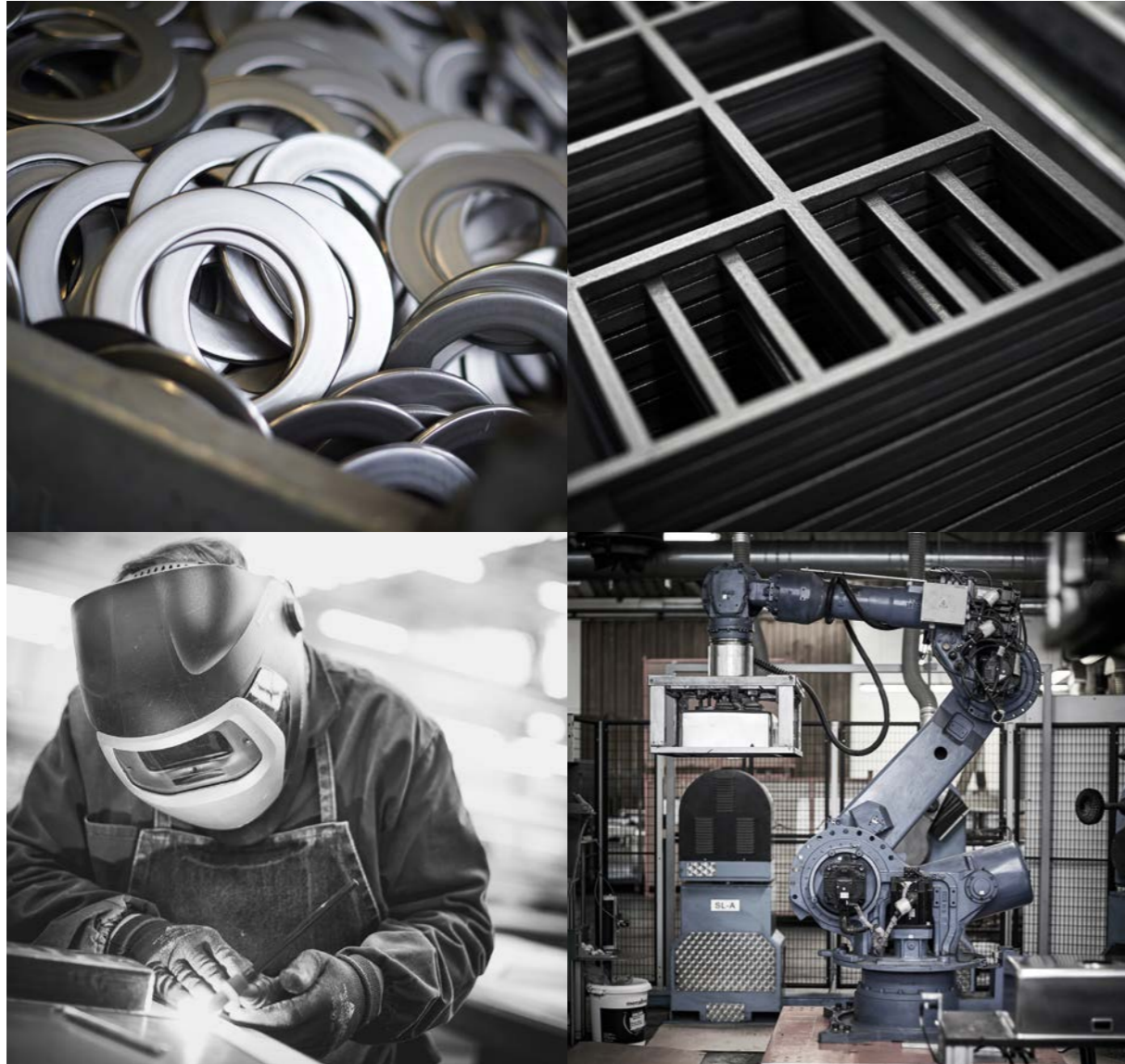
**UNI EN ISO 9001** and **ISO 14001** certification is not simply about recognising our efforts: they represent Barazza's commitment to combining quality with protecting the environment, on a daily basis. Each and every production process is carefully optimised, and all natural resources and energy are used conscientiously.

Barazza knows that its actions have an impact, not only a direct impact, but also a ripple effect through processes connecting it to the wider world. That's why we've chosen transparency: identifying impacts, measuring them and defining concrete strategies to mitigate the negative effects and amplify the positive ones.

This journey looks to the future, with projects already in the pipeline to reduce packaging, introduce new-generation high energy-efficiency machinery, and use data analytics technology to monitor consumption and optimise performance.



# MATERIALS AND ENERGY: CONSTANT MONITORING FOR *ONGOING IMPROVEMENT*



We pay attention to our materials throughout the entire product lifecycle. Barazza uses metals as its main raw material and has introduced between 21% and 50% of recycled or reused materials into its production process. Waste from processing is not thrown away, but instead passed to third parties for reuse, as part of a virtuous circle that reduces waste.

Rationalising energy consumption also means understanding where and how to take action. Barazza has identified energy efficiency as a strategic priority. The monitoring systems already in place allow consumption and waste to be tracked, helping to steer decisions towards more sustainable solutions. At Barazza, self-improvement isn't about crossing the finishing line; instead it's about keeping moving in the right direction.

# WATER AND WASTE: MANAGING SHARED RESOURCES

Water is a shared resource, to be preserved responsibly. For this reason, Barazza has developed wastewater treatment and reuse systems in its production processes, including reusing cooling water. Last year, Barazza consumed 60 m<sup>3</sup> of water and is working to rationalise its use of this precious resource with its employees, partners and suppliers by sharing good practices.

Managing water resources sustainably means taking into consideration the local surroundings and engaging with those who live in the area, defining shared goals that go beyond the company itself.



Waste, too, requires attention and a methodical approach. Barazza sorts waste meticulously: paper, metals (iron, aluminium, steel), wood, glass, plastic and IT materials, plus trickier substances such as aqueous solutions, sandblasting residues, lubricating oils and contaminated packaging.

Hazardous waste is managed in accordance with regulations, through certified separate disposal: these small actions form part of a broader vision, where preventing pollution is about safeguarding the future. Because even waste material can be turned into a resource, if handled with care. And every drop of water deserves respect.

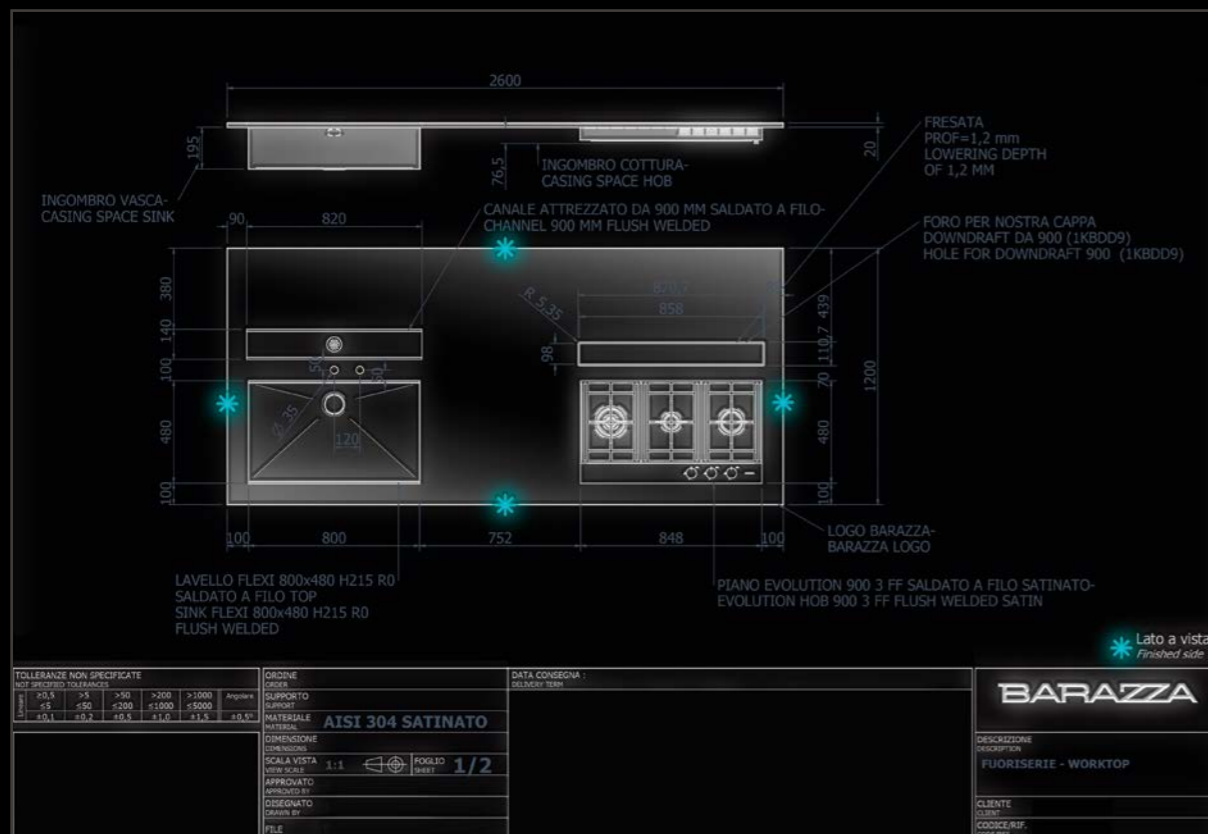
# THE *FOURTH* INDUSTRIAL REVOLUTION

Barazza has implemented an **Industry 4.0** system, representing the fourth industrial revolution and incorporating advanced digital technologies into production and industrial processes.

It's a paradigm based on automation, interconnection and data analysis to improve efficiency, productivity and flexibility. The introduction of an interface between the management system and the equipment was designed to simplify planning and programming.



At the same time, adopting **lean manufacturing** increases efficiency, reduces costs and improves quality and customer satisfaction. These technologies and methodologies make it possible to continuously optimise processes and products, while giving Barazza a major competitive edge.



# ATTENTION IN *MAKING*, CARE IN *FOLLOWING UP*

At Barazza, taking care of our people also means looking beyond the company's four walls.



We need to support our customers every step of the way, from designing products to thinking about their everyday use, through to how to dispose of them at the end of their lifecycle. Every product is built to last and be recyclable, and energy consumption is optimised during its life. We provide clear information to help: detailed instructions, internationally recognised symbols and guidance for safe use. Data privacy and regular consultations complete our approach, which sees our care and attention as the key to unlocking excellence.



We need to support our local area, investing in innovation, technology and quality, with a focus on both national and international sustainable development goals. These have a multiplier effect, generating value not only for the company but for the entire community. Through donations, sponsorships and charitable contributions, Barazza provides tangible support to the local community. Because creating something special is also about making people's lives better. Building relationships day by day, with those who choose Barazza products and those who live and work with us as a company.

# HUMANS AS A RESOURCE: WORK AND TRAINING

Stability and job quality are the foundation of everything.

We've built our workforce on secure contracts and welfare policies that put people first: third-party liability insurance, fuel and grocery vouchers, and productivity bonuses. Our inclusive environment promotes work-life balance, improves performance and strengthens the company's ability to face tough challenges.

Beyond the standard protocols, we also adhere to additional internal procedures for occupation health and safety, monitoring performance through checks, audits and ongoing investment in training.

Training is needed to maintain and develop strategic skills. Over the last year, the topics we've covered range from privacy and the GDPR to environmental sustainability – waste management, water resources and energy efficiency – through to digital innovation and occupational safety.

Barazza knows that investing in people means investing in the company's future.



# ITALIAN STYLE, INTERNATIONAL SUCCESS

**Barazza's global presence** is a fundamental part of its success and influence in the kitchen and home appliance industry.

Thanks to a global network of partners, distributors and retailers, Barazza is able to provide high-quality services and support to its customers in over 60 countries. This international presence means we understand and meet the needs and specific preferences of different cultures and markets, ensuring that every kitchen exudes Italian excellence by Barazza, no matter the style of kitchen.



- |             |                      |                 |                    |
|-------------|----------------------|-----------------|--------------------|
| Argentina   | United Arab Emirates | Italy           | United Kingdom     |
| Armenia     | Philippines          | Kosovo          | Czech Republic     |
| Australia   | Finland              | Lebanon         | Dominican Republic |
| Austria     | France               | Luxembourg      | Senegal            |
| Azerbaijan  | Georgia              | Macedonia       | Serbia             |
| Bahrain     | Germany              | Madagascar      | Singapore          |
| Belgium     | Japan                | Malta           | Slovakia           |
| Brazil      | Jordan               | Nigeria         | Slovenia           |
| Bulgaria    | Greece               | Norway          | Spain              |
| Canada      | Guatemala            | New Zealand     | South Africa       |
| China       | Hong Kong            | The Netherlands | Switzerland        |
| Colombia    | India                | Pakistan        | Thailand           |
| South Korea | Indonesia            | Paraguay        | Turkey             |
| Costa Rica  | Iran                 | Peru            | Ukraine            |
| Denmark     | Iraq                 | Polynesia       | Hungary            |
| Ecuador     | Ireland              | Poland          |                    |
| El Salvador | Israel               | Portugal        |                    |

# SHOW, NETWORK, SHARE

**Our international expertise** and desire to meet new customers and valued partners are what drive us to participate in more and more leading trade fairs in the sector.



They represent unique opportunities to share experiences, compare ideas and build relationships, on both a human and professional level. Windows on the world of Barazza, these events give international customers the chance to explore product innovations and experience the quality of Barazza's designs first hand.



Salone del Mobile Milano Eurocucina FTK



Index Dubai



Exposicam



Esprit meuble



Espacio Cocina Sici



KBB Birmingham



Kuechenmeile Area 30



# EXCEPTIONAL HOSPITALITY



Barazza's main showroom in Italy is a welcoming space, inviting you to immerse yourself in the culinary art and its wonderful world of creations. A special section is dedicated to the Outdoor collection, while a dedicated live cooking space allows you to try out the product features for yourself.



The undisputed star of the show is the stainless steel used for our products: capable of transforming any design with its unmistakable shine and purity.

Barazza's collections, carefully created by its designers and skilled collaborators, all testify to the exceptional qualities of this material, built to stand the test of time. And these products really showcase it in all of its beauty: functional designs with a unique aesthetic, fluid forms and precise details that add something special to the kitchen space.



# AT HOME, ANYWHERE *IN THE WORLD*

There are some things that make us feel at home, no matter where we are: this is the feeling Barazza recreates with its showrooms around the world.

One instantly recognisable style, typically Italian, welcomes anyone who wants to be part of this world. Barazza is ready to blow you away with the quality of its products, the inventiveness of its kitchen solutions and the technological innovations offered by its home appliances.



- |             |               |            |                    |              |
|-------------|---------------|------------|--------------------|--------------|
| Argentina   | Costa Rica    | Greece     | The Netherlands    | Spain        |
| Armenia     | El Salvador   | Guatemala  | Pakistan           | South Africa |
| Australia   | Arab Emirates | Hong Kong  | Paraguay           | Thailand     |
| Azerbaijan  | Ecuador       | Indonesia  | Peru               | Turkey       |
| Brazil      | Philippines   | Israel     | Polynesia          | Ukraine      |
| Bulgaria    | France        | Kosovo     | Poland             |              |
| China       | Georgia       | Lebanon    | United Kingdom     |              |
| Cyprus      | Germany       | Madagascar | Dominican Republic |              |
| Colombia    | Japan         | Malta      | Serbia             |              |
| South Korea | Jordan        | Nigeria    | Slovenia           |              |

# IN NUMBERS

For almost 60 years, Barazza has continued to grow and innovate, strengthening its presence both in Italy and internationally.

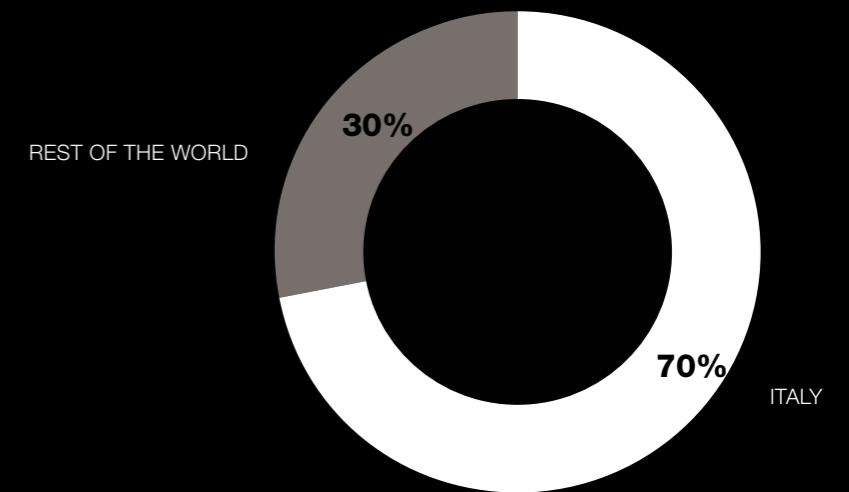
A team of over 80 people, committed to providing cutting-edge solutions, responds to the needs of an ever-evolving global market.

Barazza currently exports to more than 60 countries, and this number is set to increase, thanks to the success of its products. Turnover has also increased, reaching €17,933,041 in 2024, split 70:30 between Italy and the rest of the world.

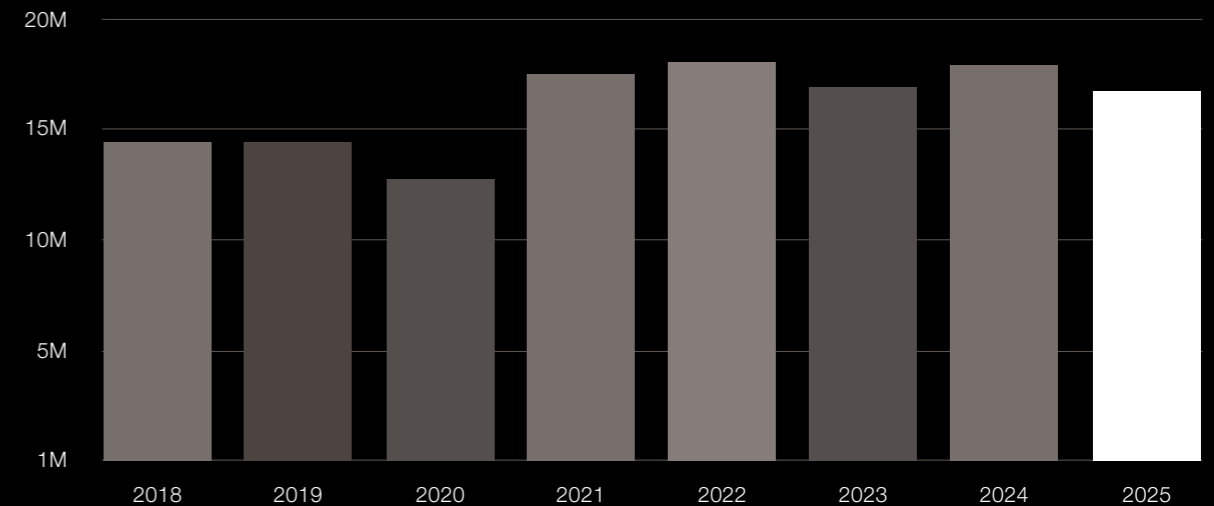
With a production area of over 14,000 m<sup>2</sup>, Barazza continues to invest in cutting-edge technology and sustainable production processes, thus ensuring steady growth and a positive impact on the global market.



## 2025 COMPANY PERFORMANCE



### TURNOVER DIVISION



TURNOVER PERFORMANCE (ANNUAL)

# BARAZZA: A COMPLETE RANGE OF SOLUTIONS FOR EVERY NEED AND EVERY TASTE

Our **collections** offer a wide range of coordinated elements. The **Fusion** line offers made-to-measure and built-in worktops for a custom kitchen. With our **Made to measure** designs, the customer has total freedom to create their own custom design. The **Outdoor** collection was created to furnish outdoor spaces.

Functionality and style, in every environment.



1 / COLLECTIONS



2 / FUSION



3 / MADE TO MEASURE



4 / OUTDOOR

# 1 / COLLECTIONS

Barazza Collections offer elegant oven ranges and coordinated products, hobs, cooker hoods, refrigerators, dishwashers, sinks, accessorised channels, taps and accessories.

Each piece is created with a distinctive aesthetic: coordinated details, various types of edge, exclusive steel finishes, knobs and dedicated accessories add prestige and personality, making each kitchen unique and personal.



# 2 / FUSION

Fusion is a made-to-measure built-in steel worktop providing every function in a space that's pure design. Fusion combines cooking and washing elements in custom sizes to create original solutions for exclusive kitchens. Functionality, practicality and ease of cleaning.



# 3 / MADE TO MEASURE

The Made-to-Measure range most fully expresses all Barazza has to offer. Backed by its know-how, Barazza transforms materials into infinite forms. The cooking and washing elements in custom sizes and finishes create solutions tailored to what customers need and want. Italian know-how, an eye for beauty and attention to functionality bring to life solutions that meet personal, functional, aesthetic and value-related demands.



# 4 / OUTDOOR

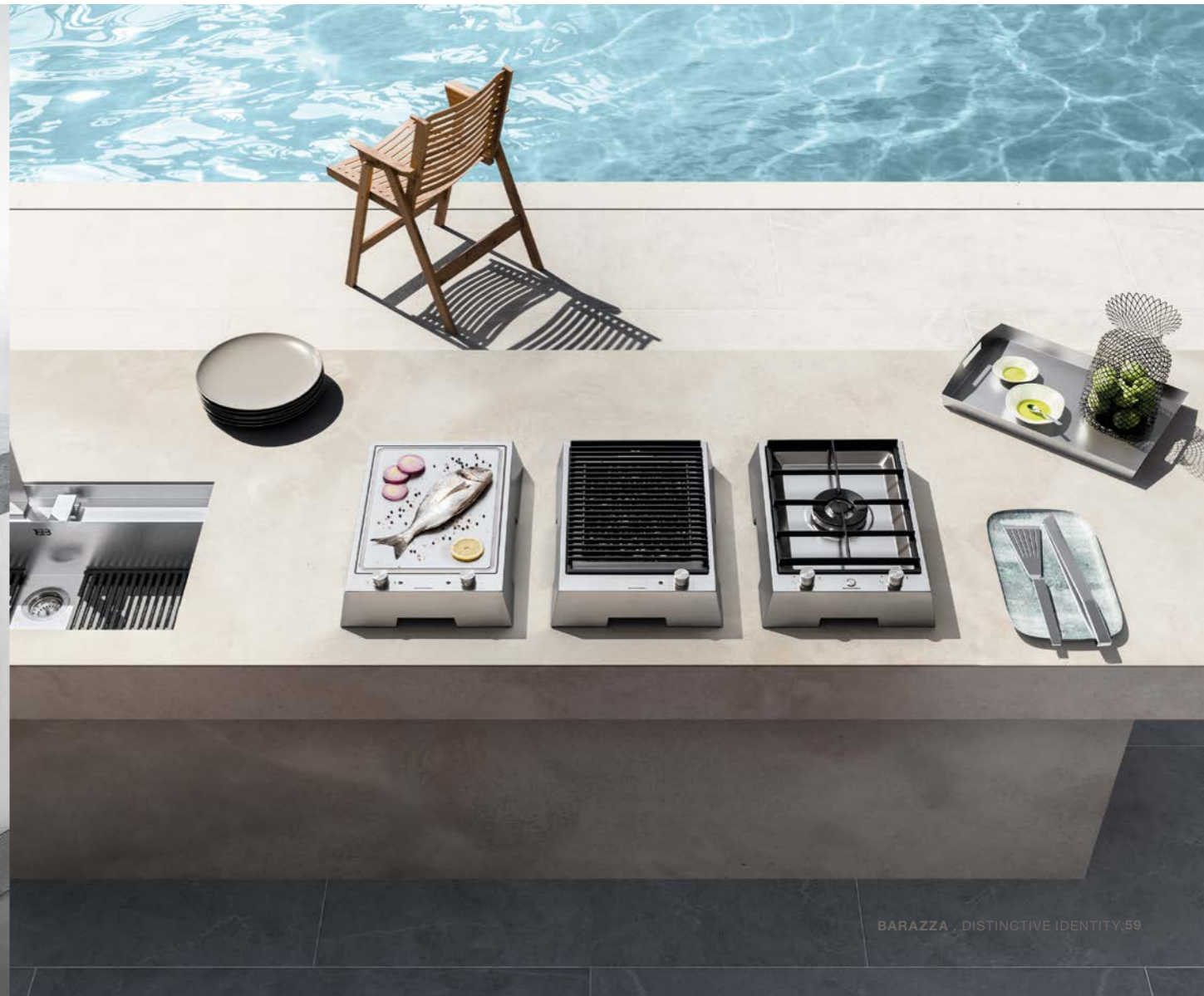
A desire for freedom pervades the spirit of Barazza's Outdoor collection. The beauty of the design becomes a tool to give life to functionalities never experienced before.



## Outdoor



This gives rise to a collection designed to intensify that feeling of freedom that fills each of us and that becomes concrete in infinite possibilities for managing our time in new spaces. Previously unknown horizons of sun, sea and greenery frame our most exciting moments, to be experienced without any cares thanks to the robustness of AISI 316 stainless steel, a material that's particularly beautiful to look at and extremely resistant to atmospheric agents.



# SOME SIXTY YEARS. *STILL NOT ENOUGH.*

Some are just naturally inclined towards action.

Always changing, looking to reinvent themselves,  
grow and improve.



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