



# GUARDINI

## Experience, Passion and Creativity Made in Italy

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For more than 70 years Guardini has been a leader in the production of bakeware products; we are based in Volpiano (TO) and our brand is world known; our history tells a story of passion, craftsmanship which translates into production ability, creative work, continuous research and experimentation.

### Between past and future

Guardini's history finds its roots in the past: it has been 70 years since the family houseware workshop was established. In the 1970s the small workshop turned into a company and, over time, it grew and became specialized. In the 1980s, it started the production of the first steel moulds with non-stick coating, which today are the core products of the company. In 1990 the brand entered into large scale retail channels and it expanded to become one of the Top European Players in the production of bakeware in 2010.

Today, Guardini S.p.A. is a leading company in the production of bakeware and it exports Made in Italy excellence around the world.

Experience and tradition are the two key elements around which projects, production methods and future products are created and developed; our products are modern and innovative, they capture new market trends and meet the needs of demanding and attentive consumers.

### Our success translated in numbers

A 17,000 square meter plant facility, over 100 employees including production operators and white collars, 3.7 million euro spent in technological investments since 2008, almost 50,000 units produced every day contributing to an annual turnover of about 20 million euros. These outstanding figures show the success of a company which has been able to innovate and develop its resources, by multiplying its experience to ensure its constant growth. A virtuous path of "industrial evolution" that today makes Guardini a very solid, recognized and technologically advanced business. 22 labels of national and international large scale retail channels gave Guardini their private label, and the bakeware produced in Volpiano is now shipped to over 40 countries around the world.

### The value of Made in Italy products

Guardini production is 95% Made in Italy.

Even if its main market of reference is the Italian market, the excellence and high quality of Guardini's products has swept the world. Today, exports (which account for about 60% of the business turnover) include Europe (France, Spain, Switzerland, Northern Europe, Greece, Turkey, Russia, Lithuania), the Arab countries (UAE, Kuwait, Saudi Arabia), America (USA, Canada) and South America (Mexico, Venezuela).



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🌐 [www.guardini.com](http://www.guardini.com)



### **Our products: passion and quality**

Guardini is especially synonymous of creativity, talent and sensitivity, which capture the changing needs and transform them into ideal products and solutions.

Always attentive to consumers' and retailers' needs, Guardini knows how to creatively interpret the wishes and needs of those who love cooking, without neglecting to offer the most effective commercial solutions to its distributors.

The quality of materials, the competitiveness of prices, the wide range of shapes, colors and usages, make the numerous Guardini's products the indispensable allies of anyone wishing to live a unique cooking experience with joy and creativity.

A Guardini baking tray is never a simple baking tray: convenience, versatility and functionality are merged to create a special environment of conviviality, love and desire to be together.

Success also goes through continuous research for excellent materials ensuring exceptional performances: good for cooking, easy to clean, wear-resistant and impeccable shape of foods after removal from the moulds.

Hi-Top steel, innovative, last-generation non-stick coating, high quality silicone for food stuffs, as well as parchment paper and plastic solutions. A complete range of moulds and accessories and the best solution to the cooking needs of cooking lovers. Guardini products are tested and certified to ensure food safety.

### **Green and ethical choices**

Sustainable growth and respect for the environment and people. These are not just words, but they are the values that drive Guardini's corporate choices and decisions. In 2015 in Volpiano, right next to the production facility, a new corporate building was inaugurated, designed to interpret the values and the green philosophy of the brand, built according to the newest qualitative and environmental sustainability standards. The building is quite unique: a design which integrates sustainability with architecture in an industrial area.

Thanks to its corporate social responsibility policy and to the ethical behavior of the company and of its production chain vis-à-vis its workers, Guardini has obtained the SA8000 "Social Accountability" certification (international standard listing such requirements, mainly concerning the defense of human rights). Such certification aims at pursuing continuous improvement in terms of corporate business and "Corporate Social Responsibility" performances of the company.

The commitment of the company to achieve high quality products and customer service efficiency led Guardini to achieve another important objective: the UNI EN ISO 9001:2008 quality certification which embodies the commitment of the company towards performance continuous improvement, in terms of product, production process and company organization.



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## ELITE

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A range of elegant and design baking moulds characterized by their high thickness.

A premium quality line designed by Guardini boasting a high non-stick performance and an excellent resistance to wear.

The moulds of the range Elite are made of thick steel (0,8mm) and have a non-stick double layer coating Whitford Eclipse which guarantees high non-stick and baking performance.

The manoeuvrable and wide side was specifically designed to ease the grasp.

The Guardini brand on the side of the mould signs the unique quality of this line.

The moulds of the range Elite are customized on the side with the logo Guardini.



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**MADE in ITALY**

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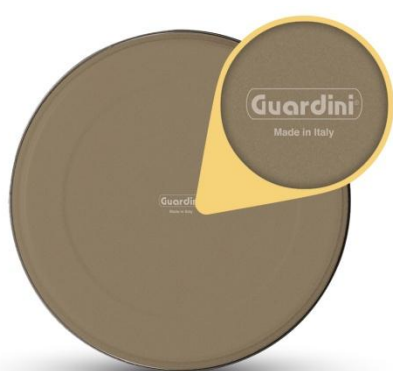
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## **GOLD ELEGANCE**

The **Gold Elegance** range is one of the most stylish, with its combination of external bronze colour and champagne coloured internal non-stick coating.

This line is made of Hi-Top steel with a Ilaflon Special double layer coating.

Its elegance is combined with high quality non-stick performances, ease of cooking and cleaning after use.



The moulds of the Gold Elegance line are customized on the bottom of the mould with the Guardini logo and Made in Italy, made using laser technology.



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## ***B-NAT***

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The first naturally non-stick baking mould.  
The new range B-Nat is a line of baking moulds made of Hi-Top steel with a non-stick coating with Carnauba wax. The Carnauba wax gives a slippery effect creating a truly natural non-stick coating.

## ***BON TON***

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The new Bon Ton collection has soft and provencal colours, all baking moulds are so beautiful to see, as strong and practical to use.



Bon Ton moulds are made of Hi-Top steel with a single layer of Xylan non-stick coating. Bon Ton moulds ensure perfect baking and non-stick results. The excellent heat distribution and low thickness of the steel allows uniform and rapid baking of any sweet and savoury dish. The quality of non-stick coating ensures excellent results in cooking, food release and cleanup.



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## SWEET MAGIC

The **Sweet Magic** range is composed by oven moulds made of cast aluminium, for the realization of creative cakes.

The elegant shapes allow you to make homemade or professional cakes, with guaranteed results. This elegance is combined with a high-quality non-stick performance and a resistance to scratches and use, thanks to the 2 layers of non-stick coating.

The range has an elegant, descriptive pack, complete with all the information for a successful sale.



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## **BLACK STONE**

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New style... new opportunities with **Black Stone**.

This bakeware range is designed for all those who like to follow the latest trends in kitchenware.

**Black Stone** represents a new generation of non-stick coating that, thanks to the special mineral particles reinforcement, combines the non-stick properties with a higher resistance to scratches and use.



Its exceptional performance, together with the special "stone effect" makes **Black Stone** a unique opportunity to capture the customer's trust. Higher resistance to scratches and use. Non-stick coating reinforced with mineral particles.

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## **Ambiente, Frankfurt** You find us at **Hall 3.0, Stand D60**

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For further informations or to receive the complete press kit with novelties, please contact us at:  
**ufficiostampa@guardini.com**

and visit our website:  
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