



UK CONTRACT DIVISION  
An aspirational, iconic, designer led brand.



MADE IN ITALY  
PREMIUM QUALITY AND DESIGN

# SMEG

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## Who are Smeg?

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“ *We're big enough to deliver,  
small enough to care.* ”



Made in Italy

Smeg is a third generation, family owned manufacturer of small and medium domestic kitchen appliances. Throughout the company's history, Smeg has collaborated with leading architects and designers from around the world, to create distinctive, stylish and well performing products which personify 'made in Italy' style.

Est. 1948

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“ *Combining outstanding industrial design  
with premium build quality* ”



Celebrating 75 years of history and heritage

Smeg was established in 1948 as an enamelling plant, working with metals; the acronym of Smeg (Smalterie Metallurgiche Emiliane Guastalla) serves as a memory of the initial activity carried out by the company.

Following the Second World War, the company anticipated a demand for domestic appliances, made possible by a new level of economic affluence equipping domestic kitchens with better tools to cook and clean more efficiently.

## A global brand with a local approach

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“ 19 subsidiaries worldwide  
employing over 2,500+ staff ”



### Strong manufacturing resources

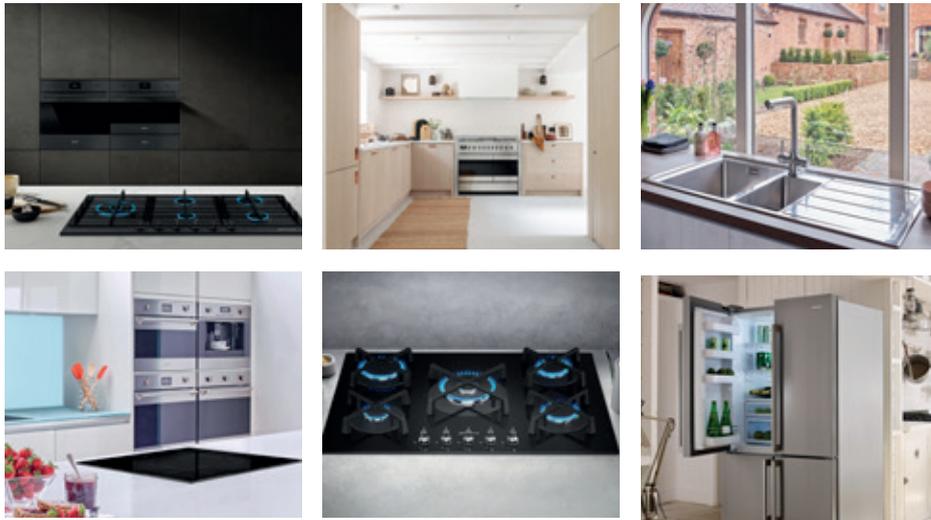
A truly global brand, Smeg comprises 19 subsidiaries worldwide, employing over 2,500 staff, supporting a healthy growing organisation with an annual turnover exceeding £800m. Our 5 large Italian owned factories are pivotal in this success story with combined production capacity of 432,000 SqM.

Smeg's UK headquarters is based in Abingdon, Oxfordshire in a purpose built 43,000 sq. ft. facility housing our established support services teams and is supported by major warehousing facilities on the South Coast, ensuring availability of stock is maintained at any given time.

## A product portfolio second to none

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“ *The most comprehensive range of products in the industry* ”



### Co-ordinating appliances into any kitchen scheme

Smeg has a product and aesthetic to suit every kitchen design with over 1200+ products in the UK portfolio. The collection comprises freestanding and built-in appliances, from advanced cookers, ovens and hobs through to refrigerators, wine coolers dishwashers and laundry. The diverse range also includes co-ordinating sinks, taps, small appliances & cookware in colourways to suit the scheme.

## Our environment

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### We minimise our environmental impact for the sake of the planet

Smeg's ongoing commitment to safeguarding and protecting the environment is a cornerstone of its mission. This focus is expressed through the strict monitoring of the impacts generated, with a view to constant improvement both in terms of efficient use of resources (materials, energy, water), and virtuous waste management.

### The challenges we are facing

- Sustainability and efficient use of raw materials
- Sustainable packaging
- Responsible environmental management of the production process
- Emission management and fight against climate change
- Environmental impacts of logistics

### The goals reached

- Certified Environmental Management System in compliance with UNI EN ISO 14001 at production sites
- 73% electricity consumption from renewable sources in 2021 (vs. 13% in 2020)
- In 2021, a project was launched to upgrade the photovoltaic system in the Guastalla (RE) and Bonferraro (VR) sites
- 162.80 ton CO<sub>2</sub>eq avoided in 2021 thanks to the photovoltaic panels installed
- In 2021, obtained ISSC certification was obtained for use of Tritan™ Renew to replace plastic components in Small Domestic Appliances
- "Built-up area over total area" ratio maintained at less than 30% at Smeg's sites
- Launch of project to monitor the CO<sub>2</sub> absorption capacity of 1,683 trees in the Smeg headquarters business park
- >98% waste sent for recovery or recycling
- Zero industrial discharges

## Awards

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Proud of our award recognition

Smeg has received a number of important prizes and awards over the years from leading institutions and international publications as a result of its deep understanding of aesthetics and the quality of its appliances.

Many of our awards, have been presented in recognition of the design, technical and engineering excellence of our products, including our built in appliances, dishwashers and refrigerators.

We're also particularly proud to have received several industry supplier of the year accolades, testament to the honesty and transparency by which we do business, as well as the unrivalled enthusiasm and support we provide our customers.

We take great pride in our research and development of technologies such as Wifi controllability, pyrolytic self clean technology and multizone induction hobs.

# Recent Projects

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Smeg passionately supports a wide variety of projects demonstrating the versatility of our product / service offering to the full.



ROYAL DOCKS WEST  
Mount Anvil



WOODBERRY DOWN  
Berkeley Group



PORTAL WEST  
CJ O'Shea



BLACKBERRY LANE  
Bunny Homes



BEAUFORT PARK  
St George



THE HARBROUGH  
William Davis



GREENFORD QUAY  
Vision Modular



CROYDON TOWER  
Greystar



TIMBER YARD  
Galliard Homes



HYATT LOCKE  
Saco Locke



WILTON PARK  
Bewley Homes



CITY & COUNTRY  
Factory Number 1

# The complete solution for your kitchen

No matter the size of project, or design of kitchen, the extensive Smeg range offers the complete solution of appliances to suit every requirement.

Powerful  
extractor  
hoods

Self cleaning ovens including  
vapor clean  
& pyrolytic cleaning

Complementing  
compact microwaves, steam  
ovens, coffee machines, wine  
coolers & accessories

Flexible  
refrigeration  
solutions



Selection of  
hobs, finishes,  
sizes & fuel types

Integrated & freestanding  
dishwashing including Flexiduo 3rd  
basket & Planetary wash

Built in laundry &  
freestanding  
solutions

Quality Sinks and  
Taps

## Our family of products

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“ *Co-ordinating collections* ”

The Smeg brand can add value and desirability to your development creating a powerful statement with a true USP sales differential.

Dolce Stil Novo



Linea



Classic



Victoria



Cucina



## Dolce Stil Novo

Dolce Stil Novo is Smeg's premium range, contemporary in its look and feel; minimalistic at its heart.

The collection features exclusive eclipse black glass aesthetics. Leading technology ranging from touch control ovens, through to wi-fi wine coolers, steam ovens, microwaves, omnichief, downdraft extractors and revolutionary new hobs.



## Linea

Distinctive products that incorporate modern minimalist design trends, the Linea aesthetic is characterised by symmetrical lines, balance and light.

A comprehensive series of built in ovens, coffee machines, hobs, hoods and accessories are available throughout the range, where you're able to select from two coloured finishes, Neptune Grey or black\* making a real style statement in the kitchen.

## Victoria

With its nostalgic curvy look, Victoria offers a unique retro-inspired look featuring sturdy controls, signature branding and beautiful pillowed doors - perfect when looking to add real character to your kitchen. Smeg, passionate about tradition.



## Classic

Strict forms, refined and essential design for a timeless style, yet with a contemporary feel designed by award winning architect, Guido Canali. Smeg Classic range is made of a series of iconic and elegant domestic appliances that are finished in smart stainless steel. A range of ovens, coffee machines, hobs, hoods and dishwashers that make a real impact with their smooth and sleek design lines.



## Cucina

Cucina style is simple yet practical. It's classically designed aesthetic incorporates angled handles and controls as well as clean design lines. Available in a choice of finishes including, stainless steel, silver glass and black\*.

The collection of ovens, microwaves and hobs within the range allows for a selection of specification options to choose from to ensure a balanced modern kitchen layout is met, combining elegance and reliability.

# Smeg

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*Our Commitment to you*

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## Warranties



Smeg standard warranty is 2 years parts and labour

## Stock management

With 125,000 square feet of warehousing in Portsmouth, Smeg operates a 'just in case' stocking programme. Over £20.0m of stock is continually topped up by up to 30 import loads a week from our Italian factories and warehouses.

Through closer working relationships with you the developer and your chosen distributor or kitchen furniture supplier, we register each scheme and forecast product requirements to ensure complete plot availability at time of order, as well as safeguarding against model discontinuation. Where discontinuation is unavoidable, we will offer an equivalent product with a matching aesthetic, endeavouring to provide continuity on build phases.

## Service agreement

On contacting our customer service team (see contacts section of this brochure), and on completion of a service call request form, having been unable to resolve the problem over the phone, a Smeg service engineer will contact the customer within 1 working day to arrange a visit and inspection of the faulty product within 3 working days.

## Spares

For ordering parts to repair product damaged on-site, and out of warranty part requirements. See contacts section of this brochure for more information on how to order spares.

## Training

Smeg UK's dedicated training support team offers sales consultants, project staff and customer service teams, and customers (in groups), on site (marketing suite / sales home) product training. We will also be carrying out regular demonstrations at our flagship London store located at Regent Street, St James, as well as our head office showroom in Abingdon, Oxfordshire.

## Product information

Comprehensive information, including quick reference guides, recipes etc, for all Smeg UK products are available on our website [www.smeguk.com](http://www.smeguk.com)



# Supporting our customers

## Smeg training sessions



## Smeg super start guides literature aids

User guides to aid the end user. A useful training tool.



**smeg**

OVEN CHEAT SHEET

<p><b>EASY CLEAN ENAMEL</b> The interior surface and baking trays of the Smeg ovens have a special enamel coating. This ensures that food spillages and debris struggle to adhere to the surface, making it very easy to keep clean.</p> <p><b>VAPOR CLEAN*</b> This specialised cleaning function uses steam to help lift food spillages from the oven interior. The steam is generated from a specially designed well in the base of the oven.</p> <p><b>PYROLYTIC CLEANING*</b> An automatic cleaning function that turns food spillages and debris into a fine powder. At the end of the cleaning cycle a simple wipe with a soft cloth returns the oven back to looking new. Due to using high temperatures, safety is paramount. The quadruple glazing of the door and an automatic locking device ensures peace of mind.</p>	<p><b>STYLING</b> Getting the right look is important when designing a new kitchen. Apart from offering excellent quality and technology, the Smeg oven range offers a style to suit every kitchen. By working with key designers' style options include the timeless Classic design, retro Victoria, modern Linea and elegance with Dolce Still Novo.</p> <p><b>CIRCULAIRE</b> This specially designed cooking function offers fast heat-up times, even browning and no cross transference of flavours. Perfect for the time pressured baker!</p> <p><b>GRILLING</b> All Smeg ovens feature a thermostatically controlled grill, offering both precise and effective results. For economical cooking, a half grill portion (*selected models only) is ideal for cooking smaller quantities.</p>
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## Supporting customers

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### Smeg service call request forms

To be fully completed to ensure service calls are completed in a timely manner.



#### CONTRACT CUSTOMERS - SMEG SERVICE CALL REQUEST

Please complete all details and forward to <a href="mailto:smeg-crm@smeg-service.co.uk">smeg-crm@smeg-service.co.uk</a>	
BUILDER NAME	
SITE NAME & REFERENCE	
PLOT NUMBER	
BUILDING NAME & FULL ADDRESS	

### Personal support

Dedicated professional support from your sales manager.  
See contacts section of this brochure.



## Smeg. London St. James

Smeg's state-of-the-art flagship store is located in the newly redeveloped St. James's Market, Regent Street, London. Housed in the beautifully restored architectural surroundings of the former St James's Market, the store boasts 6,400 sq ft split over three floors, featuring over 300 Smeg products.

As well as showcasing our small and large appliances, this facility also provides a mezzanine lounge meeting area for interior designers, architects and developers to create project concepts and specifications.



# Smeg UK contacts

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## Contacts

### Head Of Contracts

Stuart Benson

Email: [sbenson@smeguk.com](mailto:sbenson@smeguk.com)

Telephone: **07771 616592**

### North

Paul Bretherton

Email: [pbretherton@smeguk.com](mailto:pbretherton@smeguk.com)

Telephone: **07587 550054**

### South

Mark Euesden

Email: [meuesden@smeguk.com](mailto:meuesden@smeguk.com)

Telephone: **07867 554438**

## Customer services

Smeg customer service manage the provision of after sales service and spare parts, and other general support for our customers.

Customers can seek help in lot of different ways –

1. General enquiries can usually be answered via our help portal - <https://help.smeguk.com/>
2. Alternatively, for in-warranty service call requests please complete our Service Call Request form in full and send to **[smeg-crm@smeg-service.co.uk](mailto:smeg-crm@smeg-service.co.uk)**
3. Telephone - **0344 557 9907**, select option 1 then 2.

## Service and spare parts

To order spares or questions regarding spares, please contact:

**[www.smeg-service.co.uk/smeg-spares](http://www.smeg-service.co.uk/smeg-spares)**



DISCOVER MORE

[www.smeguk.com](http://www.smeguk.com)

Smeg (UK) Ltd.

The Magna Building  
Wyndyke Furlong,  
Abingdon, Oxfordshire,  
OX14 1DZ