



UK CONTRACT DIVISION

An aspirational, iconic, designer led brand.



MADE IN ITALY
PREMIUM QUALITY AND DESIGN

SMEG



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Who are Smeg?

“ *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

“ 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

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



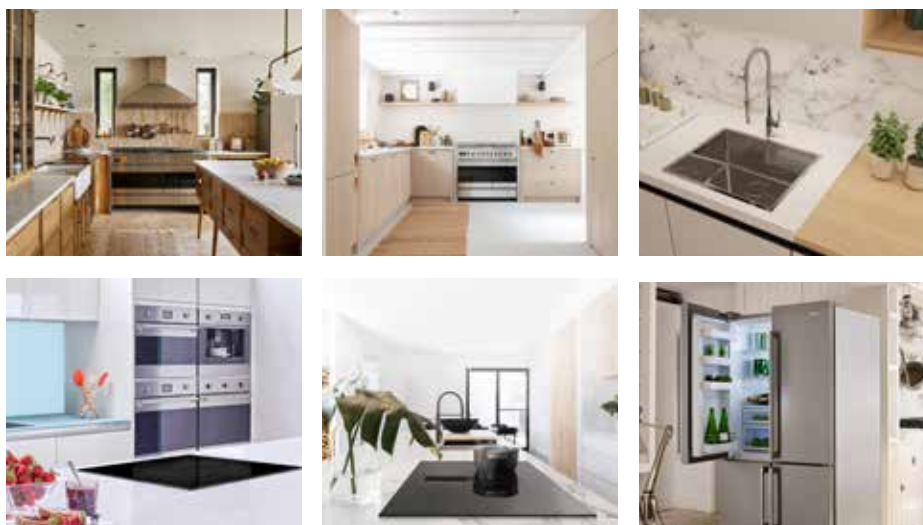
Strong manufacturing resources

A truly global brand, Smeg comprises 21 subsidiaries worldwide, employing over 2,500 staff, supporting a healthy growing organisation with an annual turnover exceeding close to 1 billion. Our 6 large Italian owned factories are pivotal in this success story.

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

“ *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



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 and waste management
- 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
- 9% energy consumed, compared to 2021
- -26% Scope 3 emissions, compared to 2021
- 229.11 ton CO₂eq avoided, thanks to the use of photovoltaic systems (+40% compared to 2021)
- € 3.8 million in product and process investments to reduce environmental impacts
- 72% electricity from renewable source
- LCA Major and Small Domestic Appliance Packaging together with the Politecnico di Milano

Information extracted from 2022 sustainability report
- executive summary

Awards



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

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 HARBOROUGH
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



Our family of products

“ 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.

*Visit www.smeguk.com for full range. Colours available in selected models only

Linea



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.



Classic



*Visit www.smeguk.com for full range. Colours available in selected models only

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.



Victoria

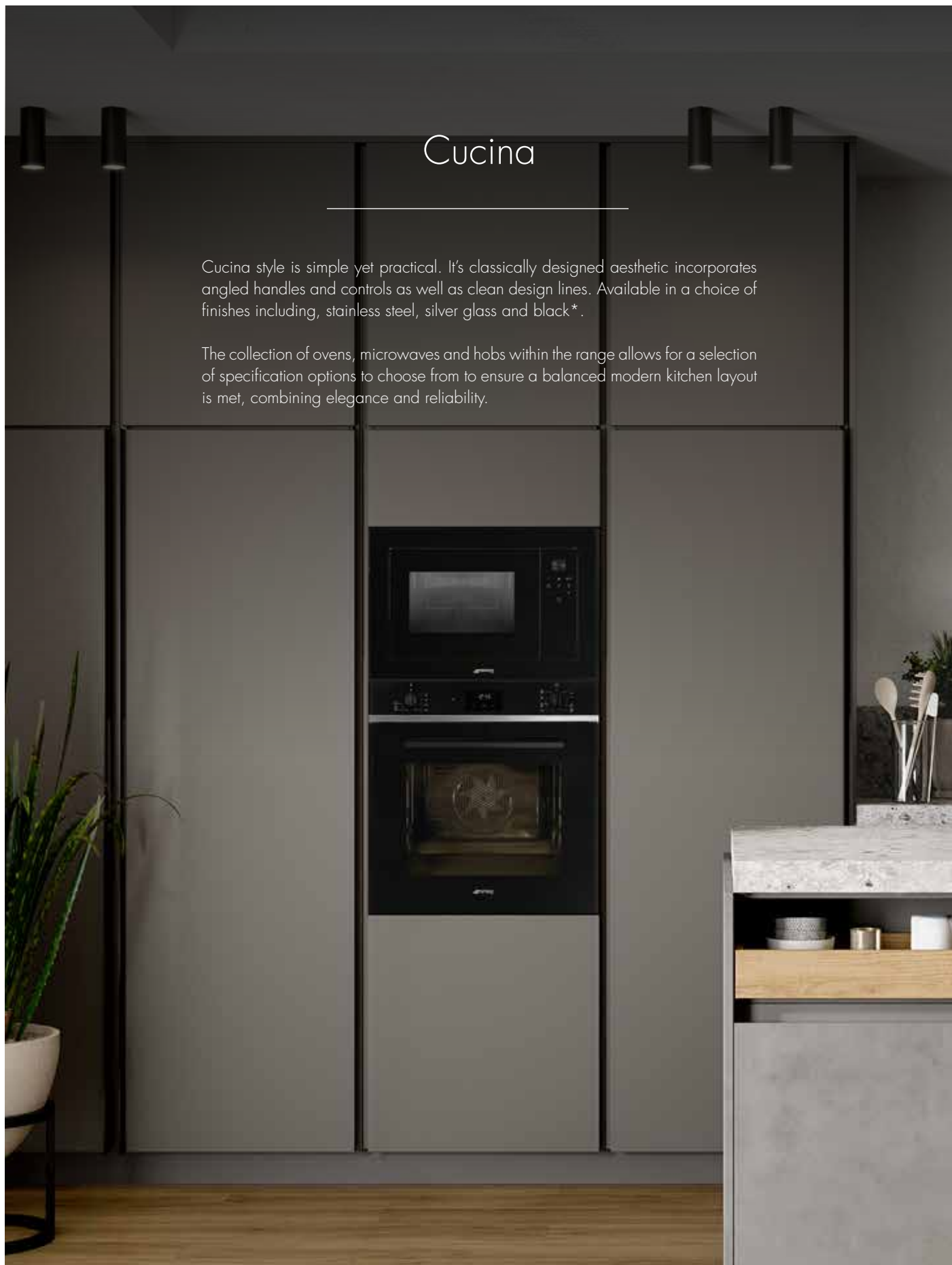


*Visit www.smeguk.com for full range. Colours available in selected models only

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.



Cucina



*Visit www.smeguk.com for full range. Colours available in selected models only

50's Style refrigeration

The fabulous FAB range of fridges was created in 1997. It quickly became an international style icon and status symbol around the world. With different sizes in a wide range of colours, there is always a FAB fridge to suit your kitchen style.



*Visit www.smeguk.com for full range. Colours available in selected models only

Small Domestic Appliances

Since 2012 SMEG added Small Domestic Appliances to the portfolio. Designed to be an extension to the already existing products, they are small but with a strong personality.

The choice of high-performance materials ensure high durability and aesthetic qualities. The glossy and mirrored volumes, the chromed details, the feet and ball levers, the large SMEG logo characterize the product and elevate it to status.



Flexible refrigeration
solutions

Powerful extractor
hoods

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



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.



Self cleaning ovens including
vapor clean & pyrolytic cleaning

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

Smeg

“ *Our Commitment to you* ”

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

Supporting our customers

Smeg site registration form

To be completed by appointed kitchen supplier or distributor to aid production planning.



Smeg Contract new site registration

This form must be completed in full & emailed to the below address, or product will not be forecast for your project

Distributor / Account Name	Account Number

Name & Region of Developer:	Project Name:

Address:	Site Address:
Postcode:	Postcode:

Site agent:	Phone number:

Models required	QTY	Agreed Price	No. of plots	Site start date	Site end date

Name:

Date:

PLEASE EMAIL TO: contracts@smeguk.com

SCAN ME

TO DOWNLOAD

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Supporting our customers

Smeg training sessions



Smeg super start guides literature aids

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



EASY CLEAN ENAMEL

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.

VAPOR CLEAN*

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.

PYROLYTIC CLEANING*

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.

STYLING

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.

CIRCULAIRE

This specially designed cooking function offers fast heat-up times, even browning and no cross transference of flavours. Perfect for the time pressured baker!

GRILLING

All Smeg ovens feature a thermostatically controlled grill, offering both precise and effective results. For economical cooking, a half grill option (*selected models only) is ideal for cooking smaller quantities.

Supporting customers

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 smeg-crm@smeg-service.co.uk	
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 S 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

Contacts

Head Of Contracts

Stuart Benson

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Northern Contacts Manager

Paul Bretherton

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Telephone: **07587 550054**

Southern Contracts Manager

Mark Euesden

Email: **meuesden@smeguk.com**

Telephone: **07867 554438**

Internal Sales Executive

James Thomson

Email: **jthomson@smeguk.com**

Telephone: **07557 182685**

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/>
1. 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**
2. 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



DISCOVER MORE

www.smeguk.com

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