

Smeg - the 21st member of the APPLiA family

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The well-known across the globe Italian home appliance manufacturer, Smeg, has joined APPLiA.

With 70 years of history, the family-run company will join efforts with the other 20 members of the Association and will aim at contributing to the ambitious Home Appliance Vision 2025.

As a direct member, Smeg has manufacturing operations in Italy and direct operations in several European countries, has subscribed APPLiA Statutes and Bylaws as well as the APPLiA Code of Conduct on Corporate Social Responsibility. The company is producing large appliances, such as ovens, hoods, refrigerators and freezers, as well as small appliances – toasters, kettles, coffee machines, blenders and a lot more.

“To us, APPLiA seems to be the right network to work with other key producers on vital for all of us goals, such as better regulation and the freedom to innovate, as well as an excellent opportunity to be represented on a European level”, said Smeg’s CEO, Vittorio Bertazzoni. “What is more, elegance and originality is in our company’s DNA and looking at the transformation APPLiA has gone through, we believe the Association is representing the sector exactly as it is – forward-looking and constantly innovating”, Bertazzoni added.

The enrichment of the Association and the fact that it allows more and more producers to have a say has considerably strengthened APPLiA’s positioning on the political arena.

Paolo Falcioni, the Director General of APPLiA said: “Every new member is refreshing the ideas and the approach of the organisation. Smeg’s vision is fully aligned with the slogan of our association - “By us, by you, for better lifestyles in Europe” - and I am sure we will establish a fruitful dialogue on topics that they are focusing on, such as energy efficiency, innovation and circularity”.

APPLiA - Home Appliance Europe represents home appliance manufacturers from across Europe. By promoting innovative, sustainable policies and solutions for EU homes, APPLiA has helped build the sector into an economic powerhouse, with an annual turnover of EUR 44 billion, investing over EUR 1.4 billion in R&D activities and creating nearly 1 million jobs.

