

**smeg**  
technology with style



**MADE IN ITALY**  
PREMIUM QUALITY AND DESIGN

**SMEG UK FOLIO**

An aspirational, iconic, designer led brand.

# 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 art and industry  
in everyday objects ”



Celebrating **70 years** of history and heritage

Smeg was established in 1948 as an enamelling plant, working with metals; the acronym of Smeg (**S**malterie **M**etallurgiche **E**miliane **G**uastalla) 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 2,000 staff ”



### Strong manufacturing resources

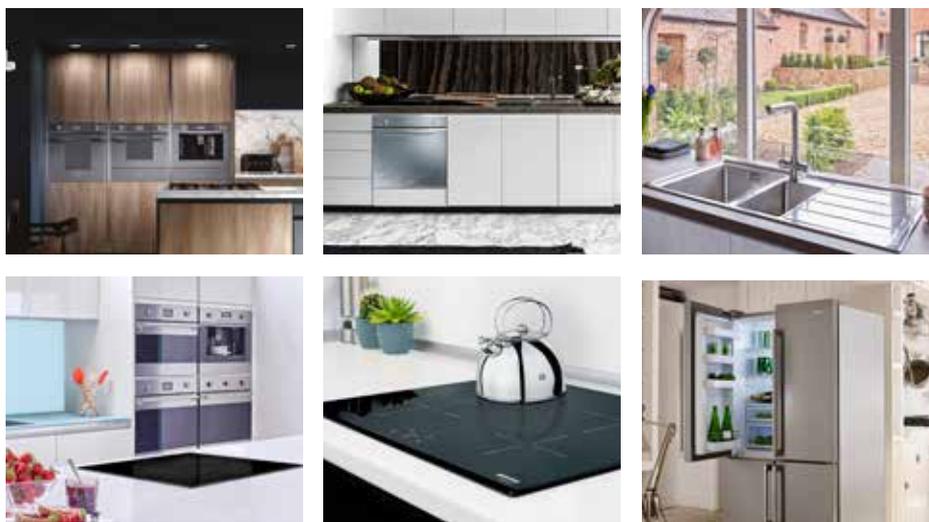
A **truly global brand**, Smeg comprises 19 subsidiaries worldwide, employing over 2,000 staff, supporting a healthy growing organisation with an **annual turnover exceeding £630m**. Our 3 large **Italian owned factories** are pivotal in this success story with combined production capacity of 432,000 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 98% 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 an aesthetic, range or product to suit every design or architectural concept with over 1300 products within the UK portfolio.

## 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 unique technologies such as, Planetary wash systems, Blade burner technology and touch and release oven door handles.

## 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**  
The Berkeley Group



**THE SILK DISTRICT**  
Mount Anvil



**BEAUFORT PARK**  
St George



**CROYDON TOWER**  
Greystar



**FOVERAN VILLAGE**  
Scotia Homes

## 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 microwave & steam ovens & accessories

Powerful extractor hoods



Quality Sinks and Taps

Integrated dishwashing including Flexiduo 3rd basket & Planetary wash

Built in laundry & freestanding solutions

Selection of hobs, finishes & fuel types

Flexible refrigeration solutions

## 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.

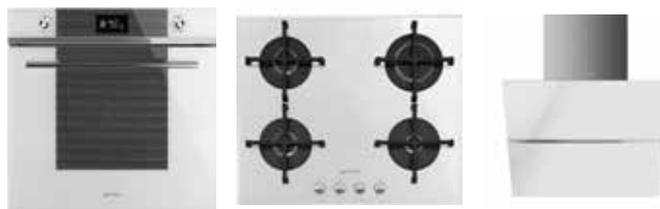
Cucina



Classic



Linea



Victoria



Dolce Stil Novo



## Dolce Stil Novo

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Dolce Stil Novo is Smeg's premium range designed by award winning architect Guido Canali. Contemporary in its look and feel; minimalistic at its heart.

The collection features exclusive eclipse black glass aesthetics with a choice of copper or polished steel trims. Leading technology ranging from touch control retractable handle ovens through to wi-fi wine coolers, steam ovens, downdraft extractors and revolutionary new hobs.

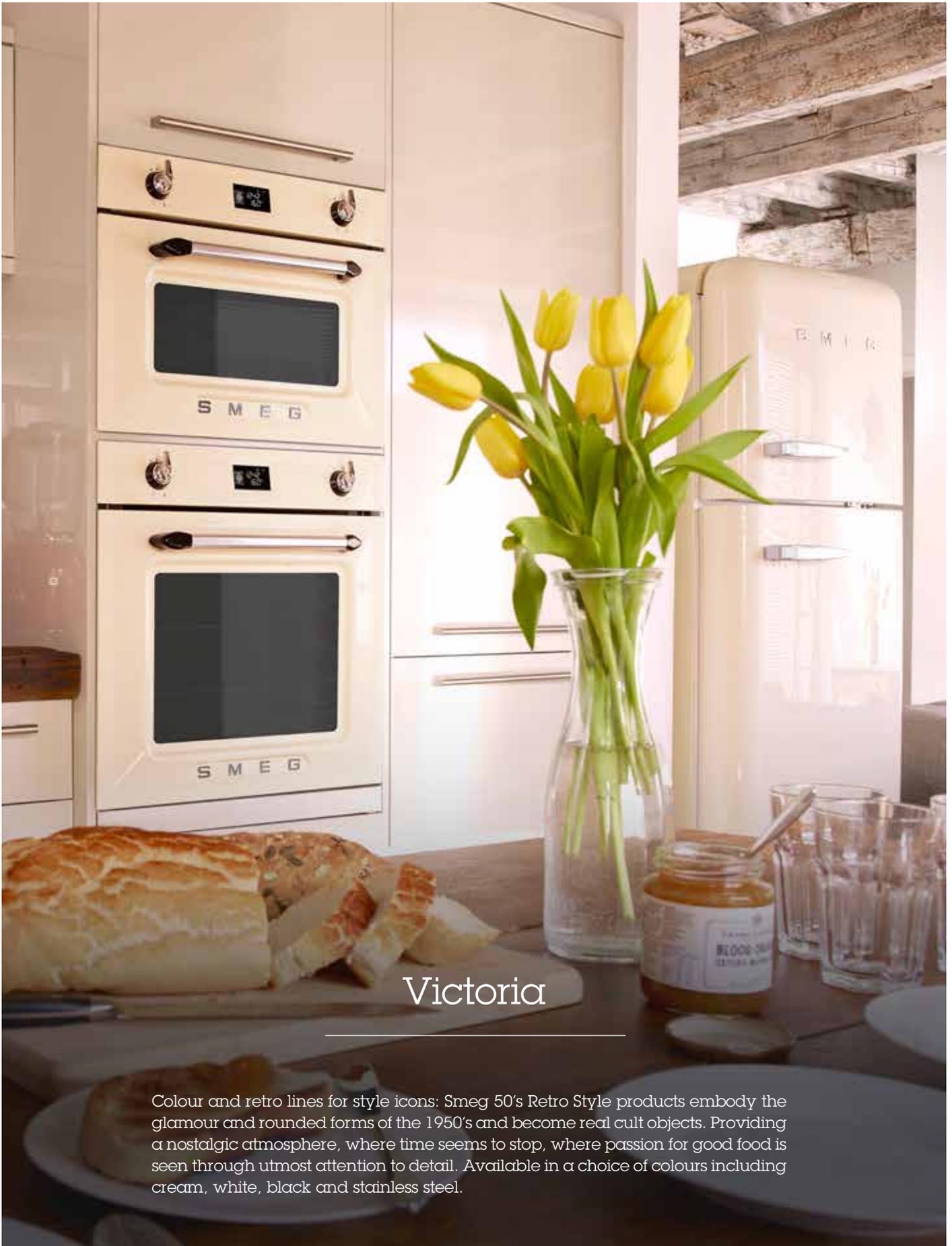


# Linea

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 three coloured finishes including, black, white or silver glass\* making a real style statement in the kitchen.

\*Visit [www.smeguk.com](http://www.smeguk.com) for full range. Colours available in selected models only



## Victoria

Colour and retro lines for style icons: Smeg 50's Retro Style products embody the glamour and rounded forms of the 1950's and become real cult objects. Providing a nostalgic atmosphere, where time seems to stop, where passion for good food is seen through utmost attention to detail. Available in a choice of colours including cream, white, black and stainless steel.

## Classic

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Strict forms, simple and essential design for a timeless style, yet with a contemporary feel. Smeg Classic range is made of a series of iconic and elegant domestic appliances that are finished in smart stainless steel. Ovens, coffee machines, hobs, hoods, fridges, dishwashers and more make a real impact with their smooth and sleek design lines.



## Cucina

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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 ”

## 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 or upgrade 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 3 working days to arrange a visit and inspection of the faulty product.

## 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 regional sales 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 experience centre in Abingdon.

## 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

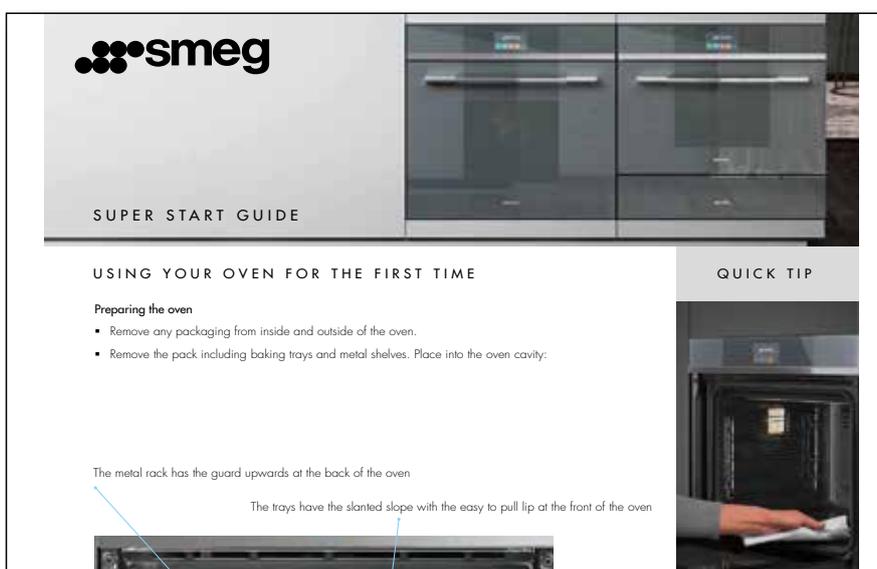
## Smeg serial number locations literature

To assist in plot customer care folder



## Smeg super start guides literature aids

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



## 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.



**Service call request form** in guarantee or in warranty

— ● ● ● —

Builder	Contact Name
Contact Number	Date
Customer Name	Plot number

### Personal support

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



## Smeg. London St. James

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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 to the general public, this facility will also provide 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 Built-in

**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**

### London & South East

**Robert Fogg**

**Email: [rfogg@smeguk.com](mailto:rfogg@smeguk.com)**

**Telephone: 07867 554438**

## Customer services

Smeg customer Services are responsible for all service calls enquiries, product related information or general enquiries. To book a service call please fully complete our service call request form, and send to -

**Email: [newhome@smeguk.com](mailto:newhome@smeguk.com)**

**Telephone: 0344 5579907**

**Primary contact: [Samantha Kerr](#)**

## Service and spare parts

To order spares or questions regarding spares, please contact:

**[spares@smeg-service.co.uk](mailto:spares@smeg-service.co.uk)**

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

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**Discover more**  
from our extended range

