

Home &gt; News &gt; Sabaf invests in induction cooking components

News

# Sabaf invests in induction cooking components

Massimiliano Luce 6 June 2022

221 0



**Sabaf Group enters the market of induction cooking components, which scores a double-digit growth, completing and enriching its offer that addresses the household appliance cooking sector. The company presented this important novelty on May 31st at the Ospitaletto (Brescia) headquarters.**

*Flexi cook configuration with square coils*

Sabaf Group writes a new chapter in the household appliance cooking sector, widening and completing its offer with induction cooking components. «The widening of the offer range in complementary sectors is one of the key targets of our Group's 2018-2022 industrial plan and it pursues various goals: gaining new competences, developing the network of relationships with big household appliance manufacturers, implementing a portfolio of forefront strongly innovative products, in

conformity with ecologic transition principles», explains Pietro Iotti, CEO of Sabaf. «In particular, in the cooking sector for household appliances, within 2023, Sabaf will have at disposal the complete range of currently available technologies: gas cooking components, since 1950; radiant cooking components (pyroceram), since 2020; induction cooking components, since 2023». Precisely the latter are protagonists of a double-digit market growth. «The Group now enters induction cooking components, a market that in 2021 scored in Europe sales amounting to 3 billion Euros and has stably grown for some years, with a rate exceeding 10%», Iotti tells. «The range extension to induction components is enabled by a strong investment plan, which the Group has accomplished by setting up a dedicated project team in Italy. The research and development activity has also availed itself of the competences by Okida, Turkish leader company in electronic components that is member of our Group, where a part of the components will be produced. Supported by a team of over 50 electronic engineers overall, Sabaf has in-house developed its project know-how, also through proprietary patents, software and hardware, and it aims at creating innovative products, able to satisfy at best manufacturers' requirements and new consumer trends».

in compliance with our customers' indications». «The most important communication effort –Iotti adds – will obviously and mainly concern the customers with which we have had consolidated relationships for years, with the certainty they are interested in our offer's features, both regarding the applied forefront technology and the flexibility of our platforms and the possibility of customizing products according to their requirements. Concerning communication in the strict sense, we have purposely studied a long-term campaign for the release of this new product line on both our site and on our social channels».



*Inductor with assisted cooking sensor*

### **The roadmap is ready**

Moreover, the induction cooking matches the theme of sustainability and energy efficiency, today extremely sensitive issue. «Sabaf Group intends to proceed on the sustainable growth road while protecting the environment», Iotti highlights. «The competences and the technologies on which we rely, consolidated through huge investments in research and development, today establish the conditions for us to propose, also in the electronics segment, competitive forefront products in the application of sustainability principles. This concept is concretized in the range of electrical Electromagnetic Induction hobs that join electric Radiant hobs (pyroceram) in production for a couple of years, together with very high efficiency gas burners». The induction offer planned by Sabaf neither fears the current challenge of raw materials' provisioning. «The stress on markets is still strong but we have planned the provisioning of all necessary components with extreme care, providing for the use of easily interchangeable microchips, to allow us the purchase from diversified sources and to reduce the shortage risk», Iotti underlines. Backed by these sound bases, Sabaf has outlined a precise roadmap that will find its efficient driving engine in the Group's tested market partnerships. «The first prototypes will be presented next months, whereas the production will start within the first 2023-semester. The distribution, scheduled on a global scale, will primarily exploit the existing partnerships in the gas segment with leader household appliance manufacturers, but will also focus on the producers specialized in induction cooking», Iotti ends.



*Multi slider user interface*



*Control touch user interface*