



moneta
.made in italy.

Go green!

**PANTONE UNIVERSE™ Greenery
celebrating the colour of the year in the kitchen**

The first range of cookware made under licence from Pantone Universe™ goes back to March 2015. And with this range, MONETA, Italy's oldest traditional cookware brand, established in 1875 and recognised as a leading force thanks to the quality of its products, has again confirmed its pioneering nature by signing an agreement with Pantone LLC, world colour authority, founded in 1963. At the end of 2016, just one week from the Pantone Color Institute's statement on the choice of Greenery as colour of the year 2017, Moneta (a brand of Alluflon spa) was already there with its collection, **PANTONE UNIVERSE™ Greenery**. Designed by Luca Trazzi, with FINEGRES® natural non-stick coating, patented by Moneta and tested by SGS (world famous certification body), high-gauge aluminium body and ferromagnetic steel bottom for use on all heat sources, including induction tops. And to finish, Greenery packaging to stimulate curiosity and appeal to consumers.

Two experts, each one in its own field: PANTONE®, US company that catalogues and identifies colour, and MONETA, a brand that is 100% Made in Italy and has over 140 years of experience in manufacturing cookware. Moneta is a leader when it comes to popularity in Italian kitchens and also in terms of market share. It was the only company with the immediacy to create a line of cookware dedicated to the "green" of the year, thanks to a completely internal production cycle and to the agreement it has in place with PANTONE.

Go Green all the way for MONETA, the first to use the "fresh and zesty yellow-green shade that evokes the first days of spring when nature's greens revive, restore and renew." As stated by the Pantone Color Institute when announcing the Color of the Year 2017 "we live in a tumultuous social and political environment, where we need to reconnect with nature. Greenery symbolises rebirth, renewal and rejuvenation. A new cycle that starts with every spring". The brand new PANTONE UNIVERSE™ Greenery by MONETA continues to be the ideal cookware for healthy cooking, in line with our new dietary trends. This means top quality from the outset, maximum rigour for controls, and experiential values. It also means that the short, top-level supply line at MONETA, from concept through to design and then the manufacture of the pan, complies with the precise requirements that make an item genuinely "made in Italy" stand out the world over.

Materials tested and checked by internal and outside laboratories, both during and after production, continued and constant development of safety standards governing use and performance, production according to social certification and respect for the environment, and attention to inserts and accessories. Stringent production parameters in place at Moneta mean excellent cookware products. Items are made in Italy with expertise and professionalism, respecting both people and the environment. To this we can add our own innovation, the research we carry out with an eye to providing consumers with good products that will improve the whole cooking experience, including from a health point of view. It is no coincidence that the communication campaign uses the tag line "La salute in pugno" (Health in the palm of your hand).

**With PANTONE UNIVERSE™ Greenery Moneta brings all this to the cooktop.
World preview at Ambiente (Frankfurt, 10-14 February 2017) Hall 3.1 H30**

PANTONE UNIVERSE™ Greenery by Moneta - range

- saucepan 2 handles ø 24 cm with glass lid and matching knob
- saucepan 1 handle ø 20 cm with glass lid and matching knob
- multi-purpose frying pan ø 24 cm with glass lid and matching knob
- wok ø 28 cm
- small pan ø cm. 16



PANTONE UNIVERSE™ Greenery by Moneta – technical details

This range uses all of the cutting-edge technologies devised by Moneta to create top-performance cookware of the highest quality

- high-gauge aluminium body with ferromagnetic steel bottom
- FINEGRES® next-generation natural non-stick interior coating
- silicone lacquer exterior in the colour *Greenery Pantone 15-0343*
- heatproof handles with Pantone™ brand
- glass lid with white silicone trim and matching knob
- suitable for all heat sources, including induction
- all items are packaged in gift boxes
- 5-year warranty.

PANTONE UNIVERSE™ by Moneta is also available in the colours *Exuberance PANTONE 166, True Red PANTONE 200, Magenta PANTONE 7424, Steel Grey PANTONE Cool Gray 8, Jasmine Green PANTONE 368, Dazzling Blue PANTONE 2126* to allow you to create your own customised collections in the colour combinations of your choice.

Sales channels: large-scale distribution, specialist and larger stores.

FINEGRES® next-generation, natural non-stick coating. Tests by SGS laboratories confirm improved non-stick qualities.

FINEGRES® is a cutting-edge natural, non-stick coating by Moneta, the result of research into ceramic products combined with an application method developed to boost performance and significantly reduce power consumption during the production cycle. FINEGRES® is eco-friendly and healthy, made with inorganic materials and natural solvents (water and alcohol) without any heavy metals: NO PTFE, NO PFOA, and NO NICKEL. The smooth, polished surface guarantees a non-stick resistance never seen before on ceramic coatings when it comes to heavy-duty use and durability. Twice the non-stick quality, the possibility to cook without adding fats, faster heating times, excellent resistance to scratching and abrasions, and dishwasher safe for easy cleaning. **SGS TEST:** a certain amount of milk is poured into the pan and heated until it burns completely. The pan is then passed under a jet of water to detach the milk and measure the non-stick properties. The rating for the test is the number of cycles that the pan is able to withstand until it is no longer possible to remove the burned milk. SGS comparative **test result:** after 25 test cycles, the quality level was 100% non-stick on the cooking surface with FINEGRES® interior coating by MONETA.

Moneta Health in the palm of your hand. Now in the colour Greenery.

The first brand to be present in Italian kitchens, even in its earliest days, Moneta, established in Milan in 1875 was making porcelain enamel kitchenware that in terms of hardwearing quality and style was more than comparable with the best manufacturers of the period. In 1925, Moneta's products had already reached the five continents. During the 1960s, it was the first company in Italy to add non-stick coatings to glazed aluminium cookware. This ground-breaking form was repeated in 2008, when Moneta introduced the first ceramic coatings. While preserving all of the quality of authentic "Made in Italy" – which has made the brand a guarantee in itself - Moneta products continue to represent the company's vocation for introducing cooking equipment that continues to perform better and to include technology that reflects the very best in "wellness" in Italian kitchens. Since 1986 Moneta has been a registered trademark of Alluflon spa, Certified Quality System ISO 9001-2008 - ICIM Cert. No. 657. The 2015 communication campaign was based on the slogan "La salute in pugno" (Health in the palm of your hand), and since 2016, the company has been partnered by leading world body for tests, inspections and certification, SGS, for the testing of its own technologies. Moneta has always stood for passion, imagination and creativity in the kitchen, and for generations, it has been handing down the "secrets" that have won Italian cuisine its worldwide fame.

Moneta is a registered trademark of Alluflon SpA

Company with Certified Quality System ISO 9001 - ICIM Cert. No. 657
Località Pianaccio 71 - 61040 Mondavio (Pesaro-Urbino), Italy
tel. +39 0721 9801 info@moneta.it www.moneta.it

press office studio penisola

tel. +39 0255187724 - info@studiopenisola.it
raffaella zoboli (3288210059)
simona goretta (3395400741)

Alluflongroup



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