

ITALIANA  
MACCHI



a **CUSTOM** company

***ITALIANA MACCHI presents a “UNIQUE” scale: a refined design, unconventional shapes and a forward-looking style translate to a scale that can enhance every type of food store.***

A “Unique” scale that can enhance every type of environment, a new aesthetic with a refined and essential style. With a size that is compact yet can provide a dramatic effect and improve performance, by attracting attention to itself for a new customer experience. A modern design combined with the classic Italian style of a company with over 133 year of history are united in the latest ITALIANA MACCHI product, the UNICA scale, presented in a world preview at HOST.

What make the difference is its modern design combined with vintage details, a large, bright display and a spacious keyboard with a fluid design, featuring a high-sensitivity membrane resistant to water, flour and all other external agents. The structure is made in metal and the lines are extremely smooth, creating a unique design with elegant and innovative shapes. The feet, inspired by the iconic 1960s, merge with the modernity of the ITALIANA MACCHI technical solutions to create a complete product suitable for any type of market.

From vintage to contemporary, with all the technology tried and tested in the field over time. A product intended to meet the main needs of the market and enhance every department with style and imagination, satisfying all tastes and needs with a unique approach. Technology, but above all, so much design, appreciated not only for stylistic reasons but also by those who focus on convenience, being able, for example, to lower and raise the legs immediately, without any effort.

Thus, ITALIANA MACCHI has created a product that is functional while, at the same time, creating modern, warm and inviting environments, increasingly demanded in all types of markets.

“Finally, after so many years, ITALIANA MACCHI returns to the frontline, now together with the Custom Group. Technology, attention to details, design and numerous solutions to offer real benefits, in addition to over 130 years of history,” comments Stefano Macchi, CEO of Italiana Macchi.