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NOBILI

The historical company founded by Carlo Nobili in 1954 in Suno, in the heart of the Novara tap district, is today an Italian technological excellence. Patents and water-saving devices and innovative mixing cartridges among the pluses of Nobili research applied to lines of bathroom taps and fittings and kitchen mixers. A constant commitment to quality along the entire production chain with a single focus: water, the precious element that brings 'everyday wonders' to everyone's life.

TAPS AND FITTINGS TRENDS: MULTIFUNCTIONAL DESIGN

Sole, Sorgente, Respiro: this is the perfect triad of novelties presented by Nobili at the Salone del Mobile, in Hall 10 (stand A19 A21) at Rho Fiera.

Three new mixers for bathroom, kitchen and contract that will be the absolute protagonists of a totally renewed stand, for the first time focused only on the novelties, without the usual display of the entire range of taps and fittings of the company from Suno.

"For Nobili's first 70 years we have imagined a special exhibition, not so much a celebration of the past and the products made so far, but a vision of the future and the novelties that will accompany us in the coming years," emphasises marketing manager **Giorgio Nobili**.

Nobili faucets, entirely designed and manufactured in Italy in the factories in the province of Novara, identify a trend that wants taps with a clean, linear design but with a hi-tech heart that does not neglect water saving.

This is the case of the all-in-one mixer from the **Sorgente** line, which dispenses boiling, sparkling or chilled water, as well as always filtered to reduce substances that alter odour and taste, such as chlorine and heavy metals, and reduce the formation of limescale. Nobili has also developed an app that allows you to stop the delivery of boiling water via your smartphone if necessary - as a further safety guarantee - as well as to adjust temperature, effervescence level, and check the remaining capacity of the filter and cylinder.

Instead, **Sole** was born as an extreme design synthesis, the result of the creativity of Diego Giromini, who was inspired by the archetypal shapes of the tube with a knob that recalls industrial hydraulic closures placed, for the first time, at the end of the spout. A unicum made possible by the Nobili Widd® 2020 anti-limescale mixing cartridge, positioned directly in the body of the tap, which has an impact on the cleanliness of the lines but also on efficiency and durability because it works dry: the water does not come into contact with the ceramic discs and other moving parts. A novelty also on the energy-saving front, thanks to the opening on the cold water position that prevents the boiler from switching on unintentionally and wasting gas. An aerator limits the consumption of Sole to 5 l/min (against the normal 9/11 l/min of the competition) while maintaining a pleasant and full-bodied water jet.

It is tailor-made for the **Respiro** hotellerie. As part of the intense brand repositioning work, Nobili has entrusted the designer Jese Medina-Suarez with the not easy task of bringing innovation to the bathroom tapware sector.

NOBILI

d a i l y w o n d e r s

Jese Medina-Suarez has joined the R&D department of the Piedmontese company that best represents the technological avant-garde of the sector, to give life to Respiro: a tapware with archetypal lines, capable of withstanding any stress of use to become a symbol of lasting elegance.

Declined in all possible applications, from the three-hole to the bathtub tap, from the mixer to the complements (hooks and supports for the bathroom) the Respiro line is characterised by the textured surface of the handles, crossed by a lever conceived like the grace of a typeface. The spout with essential lines, grafted directly onto the washbasin rim (the design of the texture is discreetly taken up a few centimetres from the supporting rosette) enhances the quality of the materials and finishes: Honey, Graphite, Clay, Inox and Chrome.



A BRAND POSITIONING THAT IS A MARVEL

The "genius" event of the latest **Fuorisalone** bears the signature of **Nobili**, which has chosen the Biblioteca Ambrosiana in Milan - where Leonardo da Vinci's *Atlantic Codex* is kept - to trace an ideal line of continuity between the Renaissance Genius' studies of hydraulics and the most advanced technology of Made in Italy taps and fittings.

The appointment on **Tuesday 16 April from 6 p.m.**, dedicated to Italian and international customers to present the latest novelties and celebrate the company's first 70 years, brings to fruition the new brand identity desired by marketing manager **Giorgio Nobili** and designed by the Milan agency **Conic** around the concept of wonder. An idea that combines the excellence of Italian design and the production technology that has made Nobili a leader in the sector.

That same wonder that grasps those who at the Ambrosiana have the chance to admire Leonardo's codex, rich in intuitions and designs that had an enormous influence on the development of plumbing technology in the following centuries.

The claim 'Everyday Wonders' was created precisely to recall the incredible gift of water brought by mixers into the spaces in which we live

To develop it, the Conic agency started from an integrated qualitative-quantitative survey of consumer and business targets. The team led by Matteo Mereghetti worked on the new Nobili positioning with the aim of enhancing and strengthening the perception of the company based in Suno (NO), the only company in Europe that can boast a fully integrated in-house production cycle.

"Nobili is a unique company both for the quality of its taps and for the very high technological level it expresses in every phase of product processing," emphasises Matteo Meneghetti, Co-Founder & Chief Strategy Officer Conic. *"When Giorgio Nobili asked us to help him define the company's new positioning, we set to work, aware of being at the service of a true excellence of Made in Italy".*

In 2024 new 50,000 square metres of offices, laboratories and showrooms will bring Nobili's zero-kilometre production area to 150,000 square metres. Over one hundred patents have been registered over the years, setting new quality standards for the entire sector.

NOBILI

d a i l y w o n d e r s

More than 8,000 km of brass bars pass through the Suno facilities every year, in 452 different machining centres located in the company's various departments. Figures that express a quantitative but above all qualitative leadership since Nobili, the only one in Europe, maintains 100% of the tap production cycle within its own plants. It is also the only Italian company that independently designs, engineers and manufactures both taps and mixing cartridges.

In practice, 11 companies in one: from turning to the injection of molten brass for low pressure; from the moulding of plastic components - with 18 presses and more than 15 million components produced each year - to chromium-plating and then polishing, laser processing, packaging, storage, and spare parts management.

CONIC

Conic was born from the idea of a 'conical' agency: solid at the top, to guarantee the client secure, continuous and, of course, data-driven strategic guidance (a condition made possible by a close partnership with Dentsu and BVA Doxa); fluid downstream, where execution is entrusted to teams of specialists tailored to each project chosen on the basis of the expected touchpoints. Major clients include: Q8, Bosch, Selenella, Beta Utensili, Menarini.



NOBILI: EVERYDAY WONDERS

Nobili was established at Borgomanero (Novara) by Carlo Nobili in 1954. From his early experience with taps and valves, Carlo Nobili developed a deep understanding of the product and the need to offer the market higher quality with an industrial approach. In 1960 the company launched its first collection of taps using innovative production technologies, which enabled it to use high quality brass and avoid the wastage typical of the semi-handmade production of the time.

This reduced wastage enabled Nobili to produce higher quality taps at a competitive price point. This philosophy continues to inspire the company's research and development, today under the leadership of Carlo Nobili's children Alberto, Pierluigi and Maria Grazia, and his grandson Carlo Alberto.

In the Eighties, with the advent of new mixer technologies, Nobili developed the ceramic disk cartridge and invested in research into water saving solutions.

Nobili's industrial growth led to the internationalisation of its operations, making it a genuine **groundbreaker** in 90 countries worldwide.

The almost three million units made by the Suno factories are subjected to stringent quality controls, with over 2,000 hours/year of laboratory testing.

The Suno (Novara) complex now covers 100,000 sq.m., and is classified as a "Zero Emission Company" thanks to its solar energy system of 9,000 photovoltaic panels, which makes it completely self-sufficient and guarantees sophisticated solutions for the protection of the environment.

Nobili is also the only European company to do **100% of its tap production** in-house. The company effectively consists of 9 units in a single manufacturing complex. From brass machining to die casting, moulding of plastic parts to chrome plating and polishing, laser engraving, packaging, storage and spare parts management.

With the adoption of the ERP/CRM/MES operating systems (putting it at the cutting edge of Italian industry) all the company's IT and technical infrastructure is interconnected, thus assuring total real time control of all aspects of production, sales and customer service.

All while maintaining its commitment to reducing energy consumption and recycling all process waste.

The latter includes the brass chippings, which are purified of the cutting lubricants and then processed back into bar. The lubricants are also recovered and returned to the machining circuits.

The two chrome-plating plants also feature completely closed water circuits, with 100% of the wastewater recovered and then used to cool the machines.

NOBILI IN FIGURES

PRODUCTION

3,500,000 units sold per year

115 million cartridges and bonnets manufactured

320 production plants

TECHNOLOGY

22,000 models in production

400 new models per year

80 patents

R&D

4,000 hours per product

Up to **133** components per product

Up to **25** materials per product

LABORATORY

2,000 hours of testing a year

1,200 products tested every year

12 international type approvals

SUSTAINABILITY

100%
brass chippings recycled

100%
thermoplastics recycled

68% reduction in plant lubricant consumption

HIGH TECHNOLOGY AND PATENTS

Nobili is the only company in Europe that can boast 100 per cent of the faucet production cycle in its own factories: from turning to brass die-casting; from moulding of plastic components to chrome plating and then polishing, laser processing, packaging, storage, spare parts management.

THE NOBILI WIDD® 2020 CARTRIDGE

The Nobili Widd® 2020 full-immersion cartridge with axial movement revolutionises the structure of conventional mixer taps by doing away with the lateral cartridge block, thus enabling very clean and streamlined styling.

This innovative technology serves the design, and is rounded out by the cold water opening mechanism, which eliminates CO₂ emissions due to the boiler starting when not required.

The Nobili Widd® 2020 is made in the Thermoplastic Moulding Department of the Nobili Technology Centre, using Ultem™ 2200: a plastic polymer loaded with 20% glass fibre to make it more rigid without compromising elasticity and robustness. This material, generally used in surgical and food-safe applications, keeps the tap working perfectly over the years.

Other features of the cartridge include: food-safe silicone seals, ceramic discs and internal dry-running movement parts without any limescale deposits, brass movement rod with perfectly orthogonal squareness to the broach, water hammer at 50 bar



THE NOBILI WIDD® CARTRIDGE

Water saving, innovation and safety: the fruit of Nobili technological research, the Nobili Widd total immersion cartridge revolutionises mixer operation in the name of efficiency.

Unlike normal cartridges, in fact, the water reaches the top of the mixer by flowing externally to the Nobili Widd profile, thus drastically reducing mechanical wear, avoiding limescale deposits and guaranteeing perfect functionality of the mechanism.

The lubrication of the plates remains unaltered and - in addition to the friction system of the low-friction ceramic discs - keeps the lever movements smooth and soft throughout the mixer's entire life cycle.

Dynamic flow rate regulator, maximum flow rate regulator, temperature limiter and use of food-grade compound materials ensure total environmental friendliness.

The Nobili Widd total immersion cartridge achieves unprecedented reliability values: torsion rupture 18 Nxm and pressure resistance over 70 Bar.



BATHROOM TAPS

SOLE

Designed on the archetype of the tube, with a knob reminiscent of industrial hydraulics, Sole tap fits at the base of the sink and curves gently forward into the spout, a unique feature made possible by the most innovative mixing cartridge ever: Nobili Widd® 2020. Thinned and efficient, it has an impact on clean lines but also on efficiency and durability because it works dry: water does not come into contact with ceramic discs and other moving parts. A novelty also on the energy-saving front thanks to the opening on the cold water position, which prevents the boiler from switching on unintentionally and wasting gas.

VELIS

Form and function: with Velis tapware, Nobili puts the accent on water and reaches the highest point of its stylistic and qualitative research.

Clean, essential lines, drawn to enhance the functionality of the new ecological mixing cartridge in Nobili Widd® 2020 in ULTEM 2200, a particularly elastic and resistant polymer. A true technological revolution in the service of design, completed by the cold water opening, to prevent the boiler from switching on unintentionally, and by a retractable aerator that limits consumption to just 5 l/min (against the normal 9/11 lt min of the competition) while maintaining a pleasant and full-bodied water jet.

YOYO

Yoyo washbasin mixer is characterised by an extreme formal cleanliness, with soft, rounded profiles drawing the curves of the spout and control lever, overlapping and perfectly aligned.

An essentiality made possible by the Nobili Widd® total immersion cartridge, which in just 28 mm in diameter revolutionises the functioning of the tap in the name of reliability. Unlike ordinary cartridges, in fact, the water flows in a separate chamber, outside the central chamber containing the Nobili Widd mechanism. Limescale deposits are thus avoided and mechanical wear on moving parts is drastically reduced.

Water saving is ensured by the flow limiter with 50% brake and the retractable aerator that reduces the water flow to only 5 l/min.

NOBILI

d a i l y w o n d e r s

SEVEN

Seven collection of mixers has a masculine, rigorous line: washbasin, high basin (h 27.5 cm), bidet, bathtub body, shower body, thermostatic shower/bathtub and recessed shower body.

Behind the square and at the same time soft and ergonomic design is Nobili's high production technology with state-of-the-art machinery and software developed in-house or in synergy with leading international players.

In the washbasin mixers the reduction of water consumption is guaranteed by the Nobili Widd® 28 mm immersion ceramic cartridge with flow limiter.

LIRA

Lira is a versatile and complete line of taps and fittings that includes single-hole, three-hole and wall-mounted taps for the washbasin; bidet taps; three-hole and five-hole bath-edge taps. Matching overhead showers and hand showers complete the bathroom collection.

The 360° swivel spout (and in the wall-mounted version also extendable from 13 to 15.5 or 18 to 20.5 cm) ensures that the line can be adapted to basins of all sizes and depths.

DRESS

The Dress mixer overlaps the cylindrical body with two flat elements rounded at the corners: the spout and the control lever. Both can be coated in a choice of 16 finishes from four macro-palettes: Colour, Wood, Matter and the refined Guilloché decoration.

Available in three heights to suit different types of washbasins -from the classic 17.6 cm to 27.4 cm- the mixer features water-saving technologies that reduce the flow rate from 11lt/min to 5lt/min.

LIVE

The Live single-lever mixer combines contemporary minimalist aesthetics with archetypal references. The curved spout is reminiscent of mountain fountains on stone basins. Curiously dissonant from the minimalist design of the body and the cylindrical lever together create a harmonious and timeless effect.

Thanks to the patented Nobili Widd® 35 Eco immersion cartridge, Nobili Live halves water consumption while maintaining the pleasantness of the jet. A dynamic flow regulator intervenes on consumption patterns by braking the opening of the lever at half the flow rate. Once this slight resistance has been overcome, full delivery is achieved.

NOBILI

d a i l y w o n d e r s

ACQUAVIVA

The Acquaviva mixer has a geometric, square line, designed for contemporary washbasins.

Alongside the chrome finish, two colour versions are also available: Polar white and Velvet black, both in a matt finish. There is also a 26.7 cm high variant to suit bowl basins in addition to the more traditional 15.2 cm height.

The technological heart of the mixer is the Nobili Widd® 28 immersion cartridge, which has revolutionised the design of tapware by slimming down the circumference of the body while adding important functions.

KITCHEN TAPS

FILTRA

With the Filtra faucet, born from the collaboration with the Austrian BWT, Nobili enriches the 'everyday wonders' with filtered water.

The Nobili Filtra tap thus becomes the progenitor of a new generation of products dedicated to dispensing sparkling and boiling water, which will see the light of day in 2024. Made of high-quality brass with a low lead content, Filtra uses the Nobili 35 WIDD mixing cartridge. As standard - placed in the under-sink area - BWT's AQA drink MP200 filter, which not only kills bacteria and microplastics, but also mineralises the water with magnesium and reduces substances that alter its smell and taste, such as chlorine and heavy metals (copper, lead, nickel, etc.). It also reduces limescale, with obvious benefits for the proper functioning of household appliances.

HERON

Heron is a mixer with a professional line, in which the finishes (chrome or stainless steel) are contrasted by details in Velvet black that characterise both the activation knob and the bridge that joins the faucet spout and body. It is these two elements that recall the elegant profile of the heron (Heron in English) that inspires the name of the tap. The technological heart, and the real secret of the mixer's formal elegance, is the coaxial mixing cartridge developed by Nobili researchers.

Nobili Heron works on a 360° radius with a swivelling hand shower and aerated or rain spray. Another 'secret' of the Nobili kitchen mixer: the energy limiter with cold water opening to prevent unintentional switching on of the boiler.

LEVANTE

The Levante kitchen faucet is characterised by its conical profile and the extension of the reach due to the special ergonomic design. The design creates a refined optical play by adding a surprise effect to the extension of the flexible hose. The hand shower is placed in an opposite position to traditional kitchen faucets: instead of extending from the spout, it detaches from the body of the mixer by pivoting on the front. The 360° rotation of the hand shower combined with that of the mixer effectively doubles the operating radius of the technical area. Withdrawing the hand shower the previously defined and simple jet (filling) becomes more intense (washing) with a simple click on the hand shower head. Reduced water and energy consumption is guaranteed by the Nobili Widd@28 mm immersion ceramic cartridge. The handle with which the water flow is switched on or off has a mechanism that brakes the opening in mid-stroke. Once the slight resistance is overcome, the mixer delivers the full flow rate.

MATCH

Designed in collaboration with Arpa Industriale (Bra, Cuneo), the Match kitchen mixer (24.5 cm high) is characterised by the coating of the spout in Fenix laminate, an innovative multilayer film of nanoparticles and acrylic resins hardened and fixed using the Electron Curing process, a cold polarisation method.

A stylish detail that allows you to design the technical area with greater freedom: the colours of the Fenix laminate can be matched to the worktop or cabinet doors, for example, and not just to the sink. A mixer that fits perfectly into the kitchen environment, as the name of the collection suggests.

LAMP

Lamp mixer revolutionises the concept of kitchen faucets in terms of both aesthetics (references to lines taken from lighting technology) and function.

The body rotates on the sink up to 360° covering an area of 29 cm. The spout is attached to the side on a magnetic holder. It can easily be detached and swivelled over the technical area with a reach of up to 60 cm thanks to the black rubber hose.

A practical button along the ergonomic handle activates or interrupts the water flow and allows you to select normal or spray jet.

Reduced water consumption is ensured by the Nobili Widd® 28 mm immersion ceramic cartridge with flow limiter.

YPSILON

A mixer line that enters the technical area of the kitchen as a protagonist with almost half a metre in height and an innovative design. The stainless steel spring-covered hose creates a perfect arc above the square lines of the mixer body.

We find the Y sign again in the spout, which is attached at the front to a powerful magnet. The soft, organically inspired stroke actually enhances the ergonomics of the handle. The grip thus naturally follows the lines of the hand, the fingers resting on the button that activates, interrupts or changes the jet. Nobili Ypsilon thus simplifies tasks such as filling containers, watering plants or rinsing the sink.

The hand shower can be swivelled up to 360° and the magnetic holder makes it easy to return the hand shower to its initial position.

MASTER

The design of the Nobili Master kitchen faucet identifies two elements: the base and the spout. The front view gives a uniform vision, a thin single body (ø22 mm) that gives the tapware great elegance.

From the round connection, the base flattens and soars, developing in depth. The classic cylindrical mixer body thus becomes a parallelepiped rotated by 90°.

On this rectangular base rests the flexible spout and a cylindrical L-shaped element that acts as a support.

NOBILI

d a i l y w o n d e r s

MOVE

Double spout and double E (Ergonomic + Efficient) for the Move mixer by Nobili, which overturns a classic of kitchen tapware with a single spout/extractable spout.

In Move, in fact, the latter is located at the rear of the tap, connected to the former by a flexible but independent hose. It is easily operated with one hand, by pressing a button after releasing the magnetic support.

An idea of designer Marco Venzano, who has implemented a functional revolution by doubling the water supply, with a 360° rotating hand shower that can easily reach every corner of the sink with a soft spray.

DESIGNERS

Jese Medina Suarez

Jese Medina-Suarez has established himself as an authority in the field of hospitality and food & beverage design, but can boast a portfolio that testifies to his expertise in several other areas, with projects for large residential, commercial and aviation buildings. His academic background is equally eclectic: he studied engineering in Spain, architecture and interior design in Italy, and branding in Australia.

Over the past fifteen years, Medina-Suarez has made his mark in cities such as London, Paris, Milan, Singapore, Melbourne and, most recently, Dubai.

His cosmopolitan vision pushes beyond the usual boundaries of hospitality in favour of a holistic approach to design that covers all stages of the creative process, from the development of the initial concept to its realisation. His method emphasises the importance of brand identity in architecture and interior design, integrating branding and storytelling strategies. In short, he does not just create spaces but uses design to tell a story in which every element - from menus to uniforms, from furniture to fragrances - contributes to generating an experience that reflects a brand's unique personality. Its clients include illustrious names such as Four Seasons, St Regis, Conrad, Intercontinental, Jumeirah, British Airways and Hakkasan.

MARCO VENZANO

Born in Liguria in 1980, he graduated in Design from the University of Genoa in 2003. Marco Venzano has designed some of the Nobili taps most popular among resellers and professional users in recent years, including Move (2014) and Levante (2019).

MENEGHELLO PAOLELLI ASSOCIATI

Sandro Meneghello and Marco Paoletti, both born in 1979, trained under Roberto Palomba and Paolo Rizzato as well as internationally at Central Saint Martins, London, the Norwegian University of S&T, Trondheim, KISD university, Cologne and EDF R&D, Paris. Since 2005 they have been designing products for numerous Italian and international clients. They have won multiple international awards, including five Red Dot Design Awards, five Design Plus awards, two Good Design Awards, one ADI Design Index, two special mentions at the German Design Awards and six mentions at the Young&Design awards.

PIET BILLEKENS

Born in 1966 in Tilburg, Netherlands, Piet Billekens, having graduated from the Design Academy Eindhoven in 1990, started working for Cesana as R&D manager for their shower enclosure and accessories division. In 2001 he opened the Foresee Design studio in Milan, working as design consultant with a number of Italian and foreign companies. He has been an expert member for the bathroom division of the CEN working group on the new European shower enclosure regulations.

NOBILI

d a i l y w o n d e r s

NILO GIOACCHINI

Following his technical and artistic studies at ISIA, Florence, Nilo Gioacchini completed his training in Milan as design manager for the Marcello Nizzoli studio. He has worked for major Italian and foreign clients from his Florence studio for the last 35 years. Among others, he has won the Bayer Italia Special Prize and the Abet Print prize. His Mobile Totale Tuttuno is on show at MOMA, New York.

HISTORY

1954 - Carlo Nobili establishes Carlo Nobili SpA Rubinetterie and sets up the Borgomanero (Novara) factory

1973 - The Borgomanero manufacturing complex is a modern, efficient facility covering 2,000 sq.m., housing offices and production departments

1978 - The 7,000 sq.m. Dormelletto (Novara) factory is opened, with casting, galvanic treatment, machining and assembly departments, all equipped with the most advanced technologies of the time

1980 - The founder's children join the company: Alberto and Pierluigi. Thanks to their efforts, the true revolution takes place at the end of the Eighties: what was a medium sized enterprise by industry standards now grows to become one of the leading Italian companies

1990 - The Suno (Novara) manufacturing complex is set up, designed around the concepts of sustainability and advanced technology. Over a number of steps (1992, 1995, 2000, 2004 and 2010) the complex grows to an area under cover of 65,000 sq.m. and now - with its latest expansions - 100,000 sq.m.

2000 - With the passing of Carlo, his children Alberto, Pierluigi and Maria Grazia take over the management of the company and plan the future of the brand

2005 - CGS, the specialised manufacturer of shower and bathtub columns, enters the group

2006 - Aquademy, a company dedicated to the design of wellness spaces, enters the group

2009 - Rubinetterie Stella 1882, a byword for Italian luxury and craftsmanship, enters the group

2015 - The only European company to implement its full cycle in a single site, following the inauguration of the castings department

2015 - Certification to the UNI EN ISO 14001 environmental standard

2021 - The company starts construction of new factories, to make the Suno complex one of the largest and most advanced in Europe