

Case Study

Brewing a partnership with maker of iconic Italian coffee pots



Red, silver and black are three of the seven Moka Exclusive colors

Company

Bialetti Industries

Product

Moka Exclusive coffee makers

Segments

General Industrial

Coating Technology

Powder

PPG Products

PPG ENVIROCRON® powder coatings

Project overview

Steeped in Italian culture and synonymous with high design and quality, Moka coffee makers made by Bialetti are cherished for producing bold, great-tasting brews. Whether it's made in the original Moka Express or one of the many models produced by the Italian manufacturer throughout the years, the aesthetically beautiful pots are beloved by coffee enthusiasts around the world.

In 1933, engineer and entrepreneur Alfonso Bialetti began manufacturing the Moka Express, the aluminum coffee maker that revolutionized the way coffee was made by using high pressure to force steam through the grounds. The name derives from the city of Mokha in Yemen, one of the first and most renowned coffee production regions of that era.

Since then, more than 300 million units have been sold, almost unchanged from their original octagonal shape that is widely heralded as the pinnacle of Italian design. Today, the iconic appliance is a staple in kitchens around the world, particularly in Europe and Latin America.

But the Moka Express is not the only popular pot sold by Bialetti, headquartered in Coccaglio (Brescia, Italy). Every year, millions of the company's pots are bought by coffee aficionados in various models and colors.

A new era of color

For generations, all Bialetti models had uncoated aluminum exteriors. That all changed about 20 years ago when the company wanted to add beauty to the daily ritual of making coffee through color. Bialetti then reached out to an Italian-based industrial coatings company whose powder business was acquired by PPG in 2021.

The first collaboration yielded the Mukka Express, a cappuccino machine with a cream and black powder coat that resembles the spotted hide of a cow. The two companies worked in partnership to develop several polyester and epoxy-polyester coatings for various Bialetti coffee maker lines, including matte colors for the Fiammetta; green for the Break Alpina; pink for a special edition Moka Express for the Giro d'Italia cycling



The Mukka Express was the first Bialetti coffee maker to feature color.

race; various colors for the Dama "Glamour" version; and golden yellow for a top-selling Christmas collection.

Trendy aesthetics and sustainable solutions: the new Moka Exclusive line

The Moka is a more sustainable device that brews coffee from powdered coffee beans, eliminating the need for disposable plastic pods. In addition, it only requires water to clean – no soap or detergent needed.



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In 2023, the PPG team began development of a series of *Envirocron* powder colors for the new Moka Exclusive line, a collection that would launch for that year's Christmas holiday season.

"We wanted something new, elegant and refined to fully enhance the Moka Express icon. By researching and examining aesthetic and stylistic trends, our style department proposed a new Moka Exclusive collection featuring seven trendy colors to fit a wide variety of tastes," explained Marco Vanoli, Bialetti product manager.

One challenge was to create a powder and application process that would cover the entire pot with the exception of the embossed Moustachioed Man icon and the company logo. These two visual elements were integral parts of the new line's branding and helped to create a high-end and trendy aesthetic. "This was a challenging project," said Cristoforo Brendas, PPG business development manager, powder coatings.

"It took several trials to find the right balance between the color and the final effect that Bialetti wanted. The work done in our laboratory was key."

Once the colors were developed, the testing process began in Bialetti's own laboratory to ensure good adhesion, stain resistance and durability over high heat. The tests were very aggressive, yet crucial to ensure that an optimal coating was used. The PPG powder coatings met every requirement, from performance to beauty. The new collection launched in time for the 2023 holiday season.

"We are highly satisfied that our



The Moustachioed Man has been a key part of Bialetti advertising since 1958.



Many colors were evaluated at PPG's Verbania lab before the finals were chosen.



In addition to red, silver and black, four pastel colors were chosen for the final Moka Exclusive offering.

coating has been chosen for the top exclusive colors of the 2023 Moka Exclusive collection and we are particularly happy to continue collaborating with Bialetti Industries. We share the company's passion for Italian excellence, innovation and attention to quality," said Brendas.

Bialetti's products are known for their iconic design and exceptional quality. PPG is honored to continue

the partnership with the nearly century old company to provide them with sustainable powder coatings befitting their high-end coffee makers.

To learn more about *Envirocron* powder coatings, please visit ppgindustrialcoatings.com or call 1-800-258-6398.

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