

4. QUALITY ESPRESSO

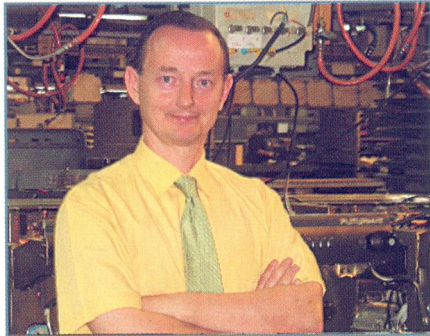
This is Barcelona's Big Boy in espresso machines.

Quality Espresso is not only the largest of the area manufacturers, it has the oldest continuing heritage in the area.

Quality Espresso is both the number one supplier to the large Spanish national market, it is Spain's number one exporter of professional espresso machines. Both sales areas — domestic and international support — drive the company's expanding production volume, which is already of a size to rank as the world's fifth largest manufacturer in the professional espresso machine sector.

Julian Melbourne, vice president of the company, explains that Quality Espresso maintains its worldwide market position with a complete range of machines, filling virtually every machine type and price niche in the market. The firm produces the widest array of models of any company in Spain.

In recent years, Quality Espresso has been especially design conscious in its new entries, using famed Catalan designer Andre



Quality Espresso is the 'Big Boy' of Barcelona's espresso machine companies. Julian Melbourne is company vice president.

Ricard, the man behind the stunning design work for the Barcelona Olympic Games. The results speak for themselves, in particular with the look of the V6 espresso machine released last year, and which is the first of its kind to use tempered glass on the front control panel.

Other recent launches by Quality Espresso include the F3 line, a semi-automatic that is fully electronic and features double serving spouts on a two serving head format. In form, the F3 can be termed magnificent, all contoured steel and aluminum, with no plastic.

Another recent entry, the IT4 line is marked by a simpler, different design. It is positioned in the market's medium-price range.

"We are constantly updating every model we make," explained Melbourne. "No sooner do we produce a marketing brochure on a line, then once again some improvement has been added."

This autumn, the company is unveiling a completely renewed economic line. The line will be on display at HOSTELCO, Barcelona's large international hospitality fair.

Top of the line among Quality Espresso machines is the Grouptronic. Grouptronic models feature the firm's patented water temperature control system in each serving head.