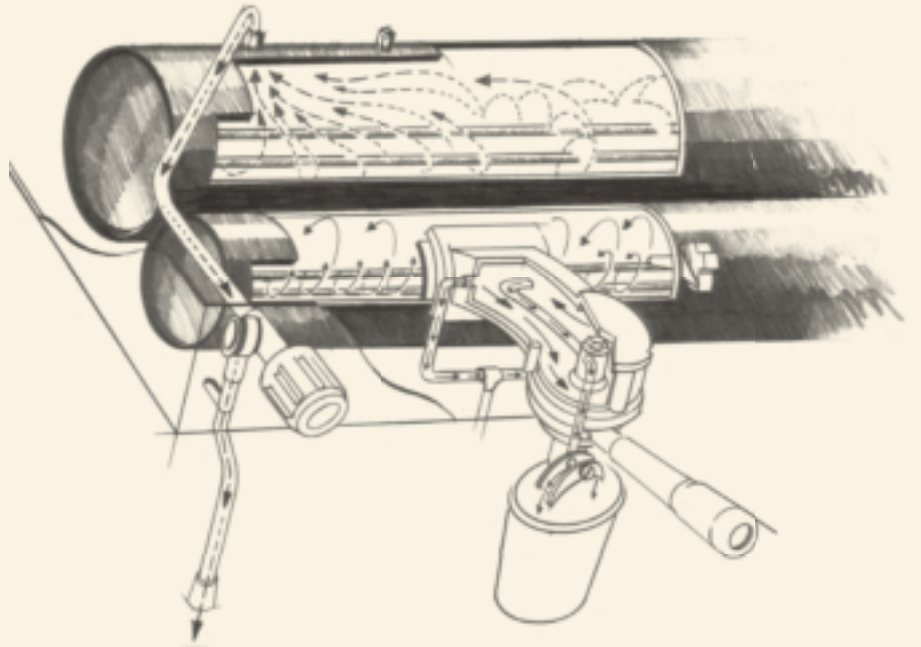




HANDMADE IN FLORENCE

There are reasons

1) **La Marzocco's Dual Boiler Technology provides you with ample milk steaming power while maintaining optimum brewing temperature.** Espresso machines have two primary functions, brewing espresso and steaming milk. High demands of steaming power can upset the temperature stability of a single boiler heat-exchanger type machine. That can lead to bitter or scorched espresso. La Marzocco dedicates a high quality stainless steel boiler to each function, allowing them to operate simultaneously yet independently of one another. The brewing boiler holds a large mass of perfect temperature water and is controlled by a precise thermostat that guarantees a coffee temperature variation of less than $\pm 1^\circ \text{C}$, whereas single boiler machines rely on less accurate pressure stats, controlling actual pressure rather than temperature. Moreover, our PID system equipped models guarantee a variation in brewing temperature of even less than $\pm 0.5^\circ \text{C}$, a true industry record. The high capacity steam boiler contains no internal heat exchangers and is therefore more efficient. The steam pressure can be set to optimum levels without fear of impacting the brewing temperature and this high power dry steam output makes all the difference when frothing milk for the best microbubbles, to produce creamy cappuccinos, lattes and macchiatos. With La Marzocco, consistency is the rule, not the exception.



2) **La Marzocco's brewing groups are among the heaviest in the industry** – and there is good reason. A heavier group provides a more stable thermal mass, and produces a more consistent espresso. La Marzocco brewing groups are attached directly to our independent, thermostatically controlled stainless steel water tank. We call it a “saturated group”, because the water in the tank and the water in the group are one-in-the-same. The result: consistent brewing water temperature, shot after shot.

3) **Before leaving our facility, each and every La Marzocco espresso machine is put through an extensive 21 point bench test.** A factory trained technical specialist thoroughly inspects and tests every major component and fine tunes the machine in order to assure that it arrives to you in perfect working order, ready to be installed at the end-user location without further time consumed in checks and tests.

4) **When a La Marzocco espresso machine is purchased, the customer is getting a great deal more!** Every La Marzocco is backed by an international organization that is committed to offering only the best in service and technology to its customers. The company prides itself in its ability to successfully adapt to most challenges.

Whether it's producing a customized body, fashioning special functions, or adding options, La Marzocco is up to the challenge – always ready to do whatever is possible for the success of its customers. La Marzocco is continually seeking ways to improve its products. New methods are sought, new designs perfected. A team of experienced and devoted professionals is always available to help and support any client in need. Being always close to its clientele has been an integral part of La Marzocco success for over 80 years. The company has been steadfast in its devotion to producing the finest, handcrafted espresso machines in the world. The fit, the quality, the finish and the performance of a La Marzocco espresso machine are never compromised. La Marzocco's strength is the undisputed trust in our fine technology the world over.

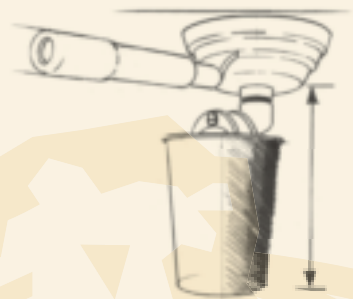
5) La Marzocco incorporates state of the art features, such as a microprocessor driven programmable dosing system for consistent shot brewing, automatic boiler fill to maintain proper water level, an easy to read sight glass for instant water level monitoring, and (on some models) a pre-heating system for incoming water into coffee boiler and a PID system for temperature control, that constantly measures the brewing temperature and, via an algorithmic equation, calculates the on-off cycles of the heating element in order to obtain the best thermal stability possible.

6) La Marzocco's Back-Up Features allow for uninterrupted service during periodic check-ups and system work. Reliable performance has always been La Marzocco's strong suit. Clients often use the machines in a very high volume setting, and depend on their equipment for a significant part of their income. Extensive back-up and by-pass features have been designed to avoid costly downtime and allow a technician to check and service many of the primary functions without stopping the machine from operating. Among the key back-up features included as standard equipment are: complete manual group and water level operation (LINEA and FB/70); warnings for inadequate in-line water flow or pressure; re-settable thermal cutouts, and a diagnostic display on the GB/5 and FB/80 for preventive maintenance warnings (regenerate water softener, backflushing groups etc.) All of which underscores La Marzocco's reputation for never quitting on the job.

7) Omni-directional stainless steel steam wands give baristas maximum flexibility. This design feature frees baristas to perform more efficiently, maximizing their beverage preparation activity. Each custom-made wand is designed to last as long as the machine itself. Crafted out of stainless steel, the polished finish maintains a clean, sanitary look over time, unlike chrome-plated copper wands.



8) La Marzocco espresso machines are designed to accept a variety of cup sizes. Company designers, recognizing the demand for different sized drinks, added a thoughtful design option: a bit more space between the group and the drain tray. This allows the barista to easily brew directly into different size cups without having to make any adjustments. No time is wasted.



9) Every La Marzocco espresso machine is properly certified for operation by most recognized international standards institutes. La Marzocco machines are covered by major certifications standards including CE, cULus and NSF.

10) The final and most important issue for La Marzocco is its passion for coffee: the same passion that is shared by the designers and craftsmen at La Marzocco, right on through to the baristas who are able to serve the finest specialty coffee beverage also thanks to La Marzocco's technology. It is this passion, dating back to its origins in 1927, that has led to the quality that distinguishes La Marzocco machines from all others.

www.lamarzocco.com

For more information please contact: