



EINE BAUCHENTSCHEIDUNG.

A woman and a man, both in professional chef attire, stand against a dark background. The woman on the left wears a white chef's jacket and a black apron, looking towards the man with a slight smile. The man on the right, with a beard and hair tied back, wears a white chef's jacket and has his arms crossed, looking directly at the camera. The Eloma logo is visible on the chest of both jackets.

ELOMA. WE KNOW WHAT'S COOKING.

Whether it's a canteen, restaurant or grocery store - we look closely at how things are being run in your work environment every day. Only then we can develop exactly the professional equipment you need.





COMPETENCE. QUALITY. SERVICE. A COMBINATION JUST FOR YOU.

06 | FOREWORD

Managing Director Mark Joseph Müller has something to tell – and a talent to listen.

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Whoever lives for cooking and baking needs one partner that loves cooking and baking. Eloma.

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The customer is the focus. His needs. His requirements. Our solutions.

11 | WHY ELOMA

What makes Eloma so strong. Experience? Competence? Proximity to the customer? Exactly.

14 | PRODUCT WORLD

Steam, sizzel, bake.
The right unit for every job.

16 | PERFORMANCE / SERVICE / VALUES

Sales is not enough for us.
We want to be part of your success.

20 | LOCATIONS

Proximity is crucial.
We are there.

21 | CONTACT / CONTACT PERSON

Whether commendation, criticism or new requirement - talk to us!



„Listening is an art that needs more than two ears“ - this principle has been with us since the founding of Eloma and we consider it as a valuable guiding principle in the daily interaction with employees, partners and customers.

Eloma is the leading manufacturer of high quality combi steamers and bake-off ovens. Such a position can only be achieved by continuous cooperation. Recognizing the needs of others and finding solutions. This principle we live inwards as well as outwards. The best equipment can only be developed by those knowing the daily challenges in the professional kitchen. Only those who understand their people in their own company can speak the same language to each other. And only one who holds his own ego subordinate to a common goal, manages to become the global innovation leader.

For more than 40 years Eloma has been supplying 100% made in Germany. And this will not change. Because we know, this is what you want.

Mark Joseph Müller
Eloma Managing Director

„RECOGNIZING THE
NEEDS OF OTHERS AND
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ELOMA, THE PIONEER.

1975 Flares were in, “Lady Bump” was on the radio around the clock and, in accordance with legislation from 1 January 1975, for the first time in Germany citizens were considered of legal age at 18. A good year to set yourself up in business. The three Eloma founders were tinkering with their first chicken grilling machine in a garage in Munich. And just like fashion and music has changed over the years, Eloma has resolutely continued to evolve. After a couple of years only, the garage becomes too small and the production is being moved to Gernlinden in a bigger hall.

1984 A revolution. Eloma launches the first bake-off oven. The hit in department stores, cafeterias and snack bars. Filling from the back, operation from the front. And always the seductive scent of freshly baked lingering in the nose.

Within 40 years, Eloma has grown from a three-man operation to a premium manufacturer of combi steamers and bake-off ovens. Much has changed. But one thing has remained the same to this day: the quality promise made in Germany. 100 percent!

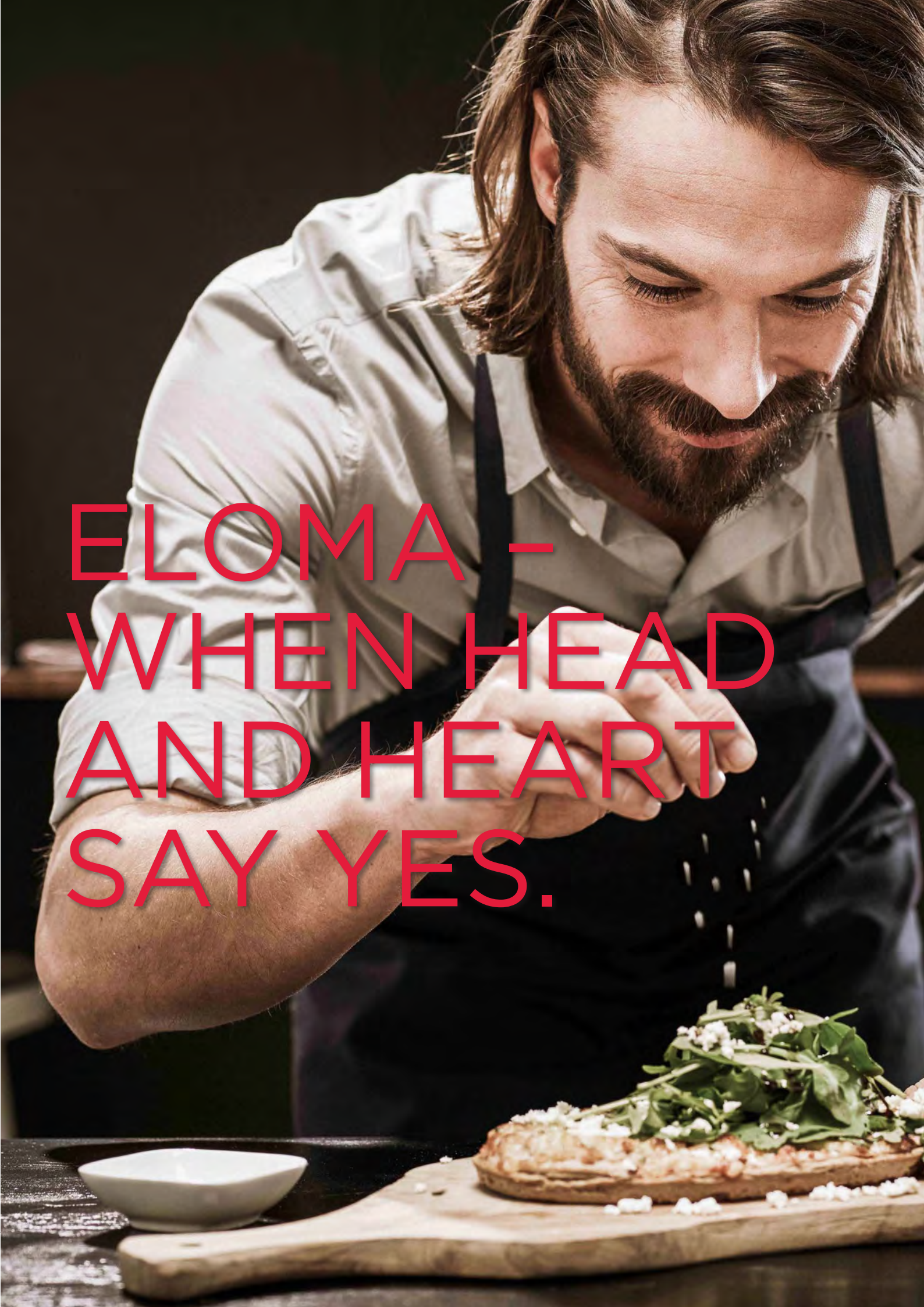


Our factory in the Saxon Bad Gottleuba. Equipped with state-of-the-art production technology, it also houses a development center with laboratory and test kitchen as well as a training center for courses of all kinds.

1988 Something tiny from the house of Eloma sees the light of day: JOKER, the first compact unit is born. Maximum productivity in the smallest of spaces, compact and multifunctional. Still today a well-functioning concept.

2002 was touching. Eloma introduces the color and touch display with intuitive menu navigation for all units. A decisive step towards greater user-friendliness, which is increasingly becoming the market advantage of Eloma products.

2014 Cooking gets even easier. At least for our commercial customers. The new MT-Technology with MultiTouch display combines clear menu navigation with self-explanatory operation.



ELOMA - WHEN HEAD AND HEART SAY YES.

1992 Heat recovery |

Eloma is developing the multi-eco system, which uses hot air and steam to re-heat the water for steam production using heat exchangers.

ELOMA. BECAUSE WE KNOW YOUR STORY.

It's not easy to keep a cool head when at seven in the evening the kitchen starts buzzing. That's when everyone has to function. And the units even more so. It does not look any different at the bakery or the butcher's counter when the workers arrive at 9.30 am to get their snack. Everyone has to be on the ball. The sales team as well as the technology.

At Eloma we know the stories that happen every day in the gastronomy and food industry. Therefore, we also know exactly what requirements are placed on the equipment. Finding the right solutions for an optimal workflow is our personal motivation.

As the world's leading manufacturer of combi steamers and bake-off ovens for the professional sector, we also do not see ourselves as an industrial company. Rather, we see ourselves as craftsmen for craftsmen.

We want to meet you eye to eye. Speak in plain language. To pursue one goal together: make your business more economical. Due to putting the human component at the center, we always succeed in developing user-friendly products over and over again. For a comfortable working environment. For more efficient processes. For more fun in the job. It's not that unimportant.



We share our knowledge. With employees, partners and customers. We promote the quality and get honest feedback from the basis. True value creation for those who know how to handle it.



Everyone in the kitchen has to be on the ball. This also includes the technology! And here we come into play...

DEVELOPMENT WITH ALL SENSES:

01 We listen.

Contact with our customers is our most important resource. To hear from you what goes down well and where it may pinch a little. Accordingly, we react with the right features of our products. Straight away.

03 We smell trends.

Being up to date is not enough. You have to be at the front every now and then. Anticipating trends and being prepared. Intuitive. Like our control systems.

02 We see requirements.

What does the professional chef need? How can we support the sous chef? How can we make the life easier of the employee behind the counter? Maximum profit means for us: maximum benefit for our customers.

04 We feel responsibility.

Eloma is a dynamic company with empathy. We attach great importance to sustainable relationships. To our customers, to our employees, to our suppliers. And we pay attention to environmentally friendly production.

FOR A TASTY RESULT

1998 Birth of the JOKER |

Compact, multifunctional and for maximum productivity in the smallest of spaces: The JOKER, the smallest of the combi steamers, goes into production for the first time.

2002 construction of the Dresden plant and colour touch display |

Relocation of the production to the new plant in Bad Gottleuba in Saxony. In the same year, the color touch display with intuitive menu navigation is introduced for all Eloma units.



FOR THE
LOVE OF
COOKING &
BAKING.

LOYAL EMPLOYEES FOR EVERY JOB. COMPETENT AND PROFESSIONAL.



GENIUS^{MT}

Cooking and baking with ease. Systematically - in order for you to focus on your work, everything around you has to function smoothly. You need someone covering your back and who is able to deliver reliably. One like the GENIUS^{MT}. The perfect combi steamer for every use. The MT-Technology makes the operation extremely easy. Slide, swipe, scroll - cooking and baking. Consistent quality - every time. Applicable everywhere. Whether in the canteen kitchen, in the fine dining restaurant or in a multi-outlet operation.



Efficiency with system



Conception with reason



Economy with ecology



Cleaning with method

GENIUS^{MT} 6-11, GENIUS^{MT} 10-11, GENIUS^{MT} 20-11,
GENIUS^{MT} 12-21, GENIUS^{MT} 20-21

2005 autoclean® |
Hygiene guaranteed with the first fully automatic cleaning system for combi
steamers.



MULTIMAX

When passion leads the work done in the kitchen, then there is no room for long explanations. But there always is for MULTIMAX. This is his natural habitat. Perfectly adapting to the environment. His secret to success: highest effectivity by reduction to the essentials. No moaning, back talking, he just works. A true craftsman for real craftsmen - simply uncomplicated!



The same again, please!



Hello control!



And now with full steam ahead!



Kitchen possible!

MULTIMAX 6-11, MULTIMAX 10-11,
MULTIMAX 20-11, MULTIMAX 20-21

2006 Multi-Eco-Hood |
Another innovation launched by Eloma: the Multi-Eco-Hood.

Being a chef or a baker, the love for the job is the best ingredient. We see it the same way with regards to our products. With great personal commitment, our employees ensure that you get to execute your work with great pleasure. With the first-class professional equipment from Eloma. Two things are especially important to us: the simple operation and best quality made in Germany. This is how we develop the best solution for every requirement. On this you can rely 100%.



JOKER

Does not need much space and still offers a lot of room for great performance. The JOKER, with a width of only 52 cm, is a real powerhouse. Presenting efficient cooking and baking. Features like minimal heat-up time, Last® 20 reminder-function, MultiTouch control panel or the 400 cooking and baking programs do that. JOKER, the big star on the smallest area. A blessing for places where space comes at a premium or for multi-outlet operations.



Best footprint/cavity ratio



Only 52 cm in width



Unique capacity



Guaranteed flexibility

JOKER^{MT} 2-3, JOKER^{MT} 1-1, JOKER B 6-23

2007 Start of Eloma USA |
In order to offer our customers in the USA optimal service, Eloma North America in North Carolina is being founded.



BACKMASTER

If master qualities are needed, the BACKMASTER ranks first. Whether traditional or comfort baking, you always get unique consistent results. The many extras not only make for more efficiency, but also ensure for greater joy when baking. The ideal partner for the use in supermarkets, bakeries, kiosks, petrol stations or coffee shops.



Automatic door opening



*Automatic resting time after
steam injection*



Best baking results



*Steam injection in volume (ml)
or over time (sec)*

EB 30 B, EB 30 XL B, EB 30 T, EB 30 XL T

IT'S ABOUT SO MUCH MORE. IT'S ABOUT YOU.

How many companies do you know where the word cordiality is rooted in its philosophy? Well, at least now you know one: Eloma. Of course we also work profit-oriented. But not at every price. Our main focus is on human interaction. We do not want to persuade our customers to buy, we want to convince and inspire them. If you choose Eloma, you want to say YES with your head and heart. In order to achieve this, we are committed in many ways to having extremely good relationships with our customers and business partners.



*Others may invest in building an image.
We prefer to invest in the people who work
with us every day. So we do not create an
artificial image, but a real brand core.*

HOW DO WE WANT TO REACH YOU? WITH DEDICATION AND PASSION.

A COMPANY PHILOSOPHY - EXPERIENCED

The principle of humanity is lived by Eloma. Outwards as well as inwards. We know that the quality of our company is largely determined by the quality of our employees. Therefore, we treat each other with a courteous and respectful approach. As a customer you will notice that quickly.

COMPREHENSIVE SERVICE TRAININGS

Service partners and their technicians can acquire detailed knowledge for a professional service of our units during one of our trainings. This increases end customer satisfaction.

APPLICATION WORKSHOPS, FREE OF CHARGE

For chefs and operators, we regularly organize application workshops in which they learn everything about the functionality of the units and how to integrate them into the workflow. An Eloma workshop is certainly close by.

CONNECTING EXHIBITIONS

When presenting Eloma at a trade show, for us this means: a family gathering! Employees, customers, dealers, partners - like-minded people meet here. People who love the industry and value their customers. This is celebrated. With special events. Like in 2017 at the Bullerei in Hamburg. Insiders are in the know. We gladly update newbies.

INSPIRING CHANNEL PARTNER WORKSHOPS

Only by sharing the same values, the cooperation with channel partners flourishes. We meet as equal partners during these workshops, getting to know each others processes and ways of thinking, forming the base of a longlasting and fruitful working relationship.



 **eloma**

LIVING OUR
VISION.
YESTERDAY.
TODAY.
TOMORROW.

OUR LOCATIONS: WHEREVER YOU NEED US.

What are your expectations when support is needed, questions about the product arise or problems occur? Someone who can be reached quickly and reliably. And someone with qualified answers and solutions. In order to provide the same high quality customer service everywhere, Eloma is present in 65 countries around the world. Our worldwide network of service partners always guarantees fast help and effective support. Just call.

WORLDCLASS: SERVICE PARTNERS ON ALL CONTINENTS



REPRESENTED IN OVER 65 COUNTRIES!

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FOR DETAILS OF ALL OUR ONLINE TOOLS
VISIT **ELOMA.COM**





AND WHEN
CAN WE
WOW YOU?

ELOMA – EINE BAUCHENTSCHEIDUNG!



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The Spirit of Excellence