



## MCZ GROUP: ALL THE SOULS OF FIRE.

Acknowledged as one of the leading European players in the field of biomass heating, MCZ Group, with its many different brands, represents all types of use of domestic fire, with one of the most extensive product ranges on the market, including fireplaces, stoves, cookers and barbecues.

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Founded in the late 1970s in Italy, MCZ Group specialises in the design and marketing of wood or pellet products for the house. It has **five production sites** in Italy, Croatia and France, with a workforce of **555 employees**. Every year, it produces more than **100,000 products** including stoves, fireplaces, barbecues and cookers, which are then distributed to over 40 countries worldwide.

MCZ Group has focused since the very beginning on export, thanks to its ability to meet the needs of the most diverse customers and by developing an extensive sales and technical support network. As for today, **exports** account for **70%** of the **total turnover of the company (113,55 million in 2020)**.

The group is organized through **nine distinct commercial brands**, which cover different distribution networks and market segments.



### **Innovation and design to furnish with fire**

The MCZ brand ([www.mcz.it](http://www.mcz.it)) comprises pellet and wood stoves and fireplaces sharing the same DNA: innovation and design. At the beginning of the 2000s, MCZ was one of the first companies to distribute pellet products on the market, thereby showing its belief in the potential of this fuel that could offer practical, definite advantages. MCZ has launched innovative patents, such as Active®, an intelligent technology that allows a product to adapt to any type of pellet and to work remotely via smartphone or tablet, Comfort Air®, a ducting system that allows several rooms to be heated using a single product, and Maestro, an integrated microcomputer that dialogues with the smartphone thus further improving the performances of the pellet stove. The latest technology developed by MCZ is Core, launched in 2020 and covered by a patented application; it is the result of extensive research aimed at optimising combustion from three points of view: aesthetics, comfort and the environment.

The **attention MCZ pays to the environment** translates into products designed to comply with the most stringent European environmental standards. Since 2016, for example, the new products are already in compliance with Ecodesign, very stringent regulations on emissions into the atmosphere which will come into force in 2022 and will certainly mark a breakthrough for the industry.

A strong sensibility for aesthetics and design has allowed MCZ to set itself apart from its competitors, introducing a minimal look typical of Nordic tradition in the field of pellet and wood heating. In 2011, the Toba stove by MCZ received the **IF Design Award**, a major recognition that shows that the company pays attention to increasingly demanding consumers who expect products to have a distinctive touch, even those intended for heating. Moreover, 2019 marked the start of the collaboration with **important names in international design, such as Patricia Urquiola, Paola Navone and Michael Geldmacher**, who were able to offer an alternative and original way of interpreting the fire theme.

As for pellet technology, in the end, MCZ strives to achieve a more pleasant and natural flame that closely resembles a wood fire and capable of offering the same magic and heat.



**SERGIOLEONI**  
STUFE IN CERAMICA ITALIANA

### **The tradition of craft ceramic**

Sergio Leoni ([www.sergioleoni.com](http://www.sergioleoni.com)) is a brand of excellence in the manufacturing of artistic ceramic stoves, which are handcrafted top quality products that are designed to last a long time. The Sergio Leoni product range has also recently included a series of pellet stoves that, thanks to fine craftsmanship, combine ceramic cladding with all the technology and comfort of efficient, programmable heating.



### **An entire heating system with renewable sources**

Red Heating ([www.redheating.it](http://www.redheating.it)), the MCZ Group's brand in the field of renewable energy, specialises in biomass systems (pellet stoves, pellet and wood boilers and remote hoppers for boilers) and solar systems (panels, boilers and control units).

All Red's products are easy to use and ensure high performance and reliability at a competitive price. The "Red 365 System" integrates traditional energy systems, producing energy from the sun and biomass, and can be fully configured according to needs such as household size, dimensions of the house and lifestyle, thus helping to increase living comfort and reducing heating costs.



### **The festive soul of outdoor cooking**

The Sunday brand ([www.sundaygrill.com](http://www.sundaygrill.com)) relies on the know-how acquired in over 30 years of experience, with a leading position in Europe in the barbecue sector. The Sunday range is specialised in masonry barbecues, distributed exclusively in large-scale retailers. The Sunday Expert range comprises products in masonry, grills and outdoor kitchen and ovens, which combine functionality, innovative design and top-quality materials, with a focus on entertainment, good food and a healthy lifestyle. A truly comprehensive range of cooking functions, shapes and aesthetic finishes that decorate gardens with all the amenities offered by a product ensuring high performance levels.



### **Between tradition and innovation**

Brisach ([www.brisach.com](http://www.brisach.com)) is an historical French brand which includes a wide range of stoves and fireplaces featuring high technological content and aesthetic appeal, in both modern and classic styles, in line with industry trends. It is distributed through a network of exclusive dealers who sell products and services under the brand name Brisach.

**Savings with renewable energy.**

Cadel ([www.cadelsrl.com](http://www.cadelsrl.com)) produces practical and functional pellet stoves and wood-burning range cookers with a high quality-price ratio.

**Savings within everyone's reach**

The Freepoint brand ([www.free-point.it](http://www.free-point.it)) produces a full range of easy-to-use pellet stoves destined to large-scale retailers.

**Heat at the right price**

Pegaso's range comprises entry-level pellet stoves destined to wholesalers and hardware stores.

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