

# Trail Appliances and Bertazzoni – A Partnership Rooted in Family and Innovation

Iconic Italian appliance maker's Chief Operating Officer Nicola Bertazzoni talks about bringing joy to the kitchen.

By Natalie Bruckner / October 22, 2024



In the world of home appliances, few partnerships are as heartwarming as that between Trail Appliances and Bertazzoni. Both family-owned businesses are driven by a shared commitment to bringing joy to kitchens across the globe. Bertazzoni, the world's oldest family-owned appliance company, is now in its eighth generation, while BC-based Trail Appliances is proudly in its third. This unique partnership is a testament to the values of tradition, innovation and a deep-seated love for food and family.

## Kitchen Joy

At the core of both Bertazzoni and Trail Appliances' mission is the desire to bring joy to the kitchen. The recipe for this involves offering a variety of appliances that empower homeowners to create their own unique culinary masterpieces.



## Customer-Centric Philosophy

Nicola Bertazzoni, an icon in the world of appliances, champions a philosophy centred around the customer. "Though our business operates in a B2B2C framework, our primary focus remains on the end consumer," says Bertazzoni. This unwavering commitment to consumer-centricity has been the cornerstone of both companies across generations, ensuring every decision is infused with the happiness of the end customer in their kitchen.

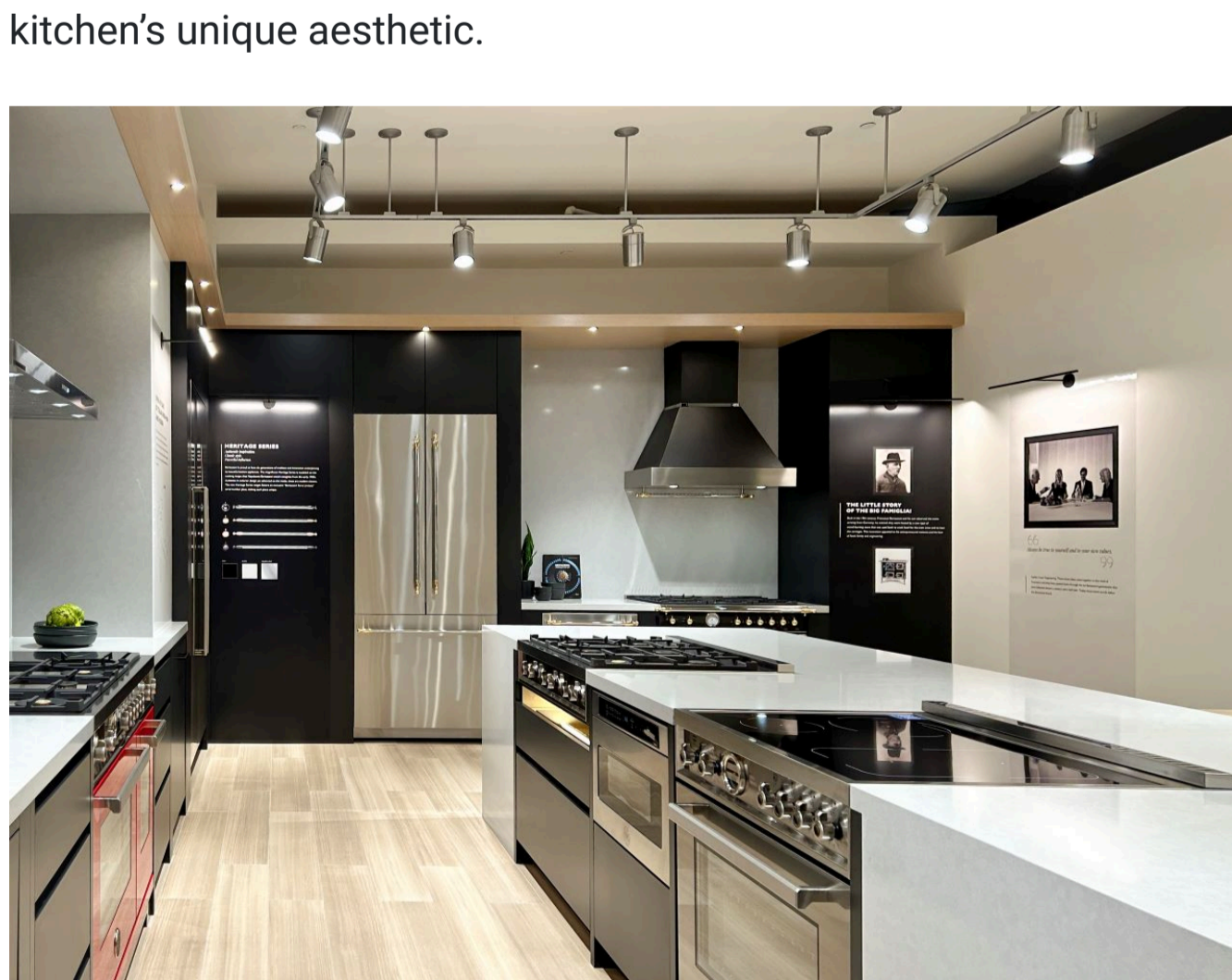
## A World Apart, But United

Though Trail Appliances and Bertazzoni are separated by vast distances, they share a common dedication to exploring and embracing diverse culinary traditions worldwide. This international perspective enables them to blend traditional and contemporary cuisines, crafting a vibrant culinary journey for their clientele. "We thrive on experimentation," explains Bertazzoni. "Engaging in international business exposes us to a myriad of local food cultures."



## Design Focus

Bertazzoni meticulously designs its product range to complement diverse kitchen styles. Whether adorning a traditional North American kitchen or a contemporary, design-centric space, Bertazzoni's three distinctive series—the Master, Professional and Heritage series—are meticulously crafted to harmonize with each kitchen's unique aesthetic.



## Embracing Innovation

Since its inception in 1882, Bertazzoni has been at the forefront of embracing innovation and change, transitioning from wood-burning stoves to pioneering modern technologies such as induction and steam cooking. This steadfast commitment to staying current and adapting to evolving trends has ensured Bertazzoni's enduring relevance in the industry. "To remain relevant for over 140 years, you have to continuously embrace change," remarks Bertazzoni. This ethos resonates deeply with Trail Appliances, forging a partnership that thrives on shared values of innovation and progress.

Discover the joy of kitchen appliances with [Bertazzoni online at Trail Appliances](#) or in [one of their 13 showrooms across British Columbia](#).

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