



## CORPORATE PRESS KIT



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## ABOUT CASTEY

Castey is global company leader in housewares specialized in manufacturing and selling high quality cookware. Castey headquarters is based in the north east of Spain, close to the Mediterranean Sea. Castey history dates back to the 16th century which means Castey is one of the oldest housewares company in the world operating today. Castey is tradition, experience and knowledge; this extraordinary legacy passed through the generations along with exclusive unique designs and innovation. Castey pursue in research and development program has allowed to patent their own technologies and collaboration with world renowned designers has allowed to create unique designs to meet today cookware requirements. Creating more functional, stylish, energy efficient and eco-friendly cookware for an easier, practical and healthy cooking. Offering worlds' most complete collection of cookware pieces available in vacuum pressure cast aluminum and stainless steel cookware.

- . **Year of Establishment:** 1565
- . **Corporate Headquarters:** Riudellots de la Selva (Girona), Spain
- . **Private Held Corporation**



Castey Global, S.L. headquarters in Riudellots de la Selva



## HISTORY

Castey was born from the Barberí Artistic Foundry in 1996 to create a cookware home division, to produce and distribute Casteys' products which had been manufactured in Barberí for centuries. Castey has become one of the most renowned cookware companies, not only in Spain, but also in the international marketplaces.

Castey first product was the Concave Casserole, also known as Catalan Casserole, which today is still one of the most representative products of the company. It was developed to improve the most popular traditional Catalan casserole. Its introduction to Catalan marketplace created consumers awareness in valuing cast aluminum advantages, which encouraged Castey to keep on developing new items.

Castey specialization is cast aluminum cookware with non-stick coating, but recently Castey has introduced cookware made of other materials, such as stainless steel, and expanded into tabletop and foodprep by introducing flatware, cutlery and kitchenware.

Castey shares its headquarters with the Barberí Artistic Foundry so as not to lose connection with his origin. Castey headquarters are based in Riudellots de la Selva, a small town located in the north east of Spain, close to the Mediterranean Sea. Tradition and innovation merge in this location: while Castey develops new cookware technologies, Barberí craftsmen keep on using the oldest techniques to produce bells and reproduce sculptures, keeping alive the secrets of these ancient skills in the Barberí foundry workshop.



Barberí Artistic Foundry Workshop. First half of the 20th century

## SUBSIDIARIES

### Castey Global

Castey Global, S.L. is the headquarters office of the corporation, based in Riudellots de la Selva including; management, administration services and logistics to European and global markets.

Castey Global, S.L. has also two independent subsidiaries: Castey USA, Inc. and Castey Ningbo LTD.

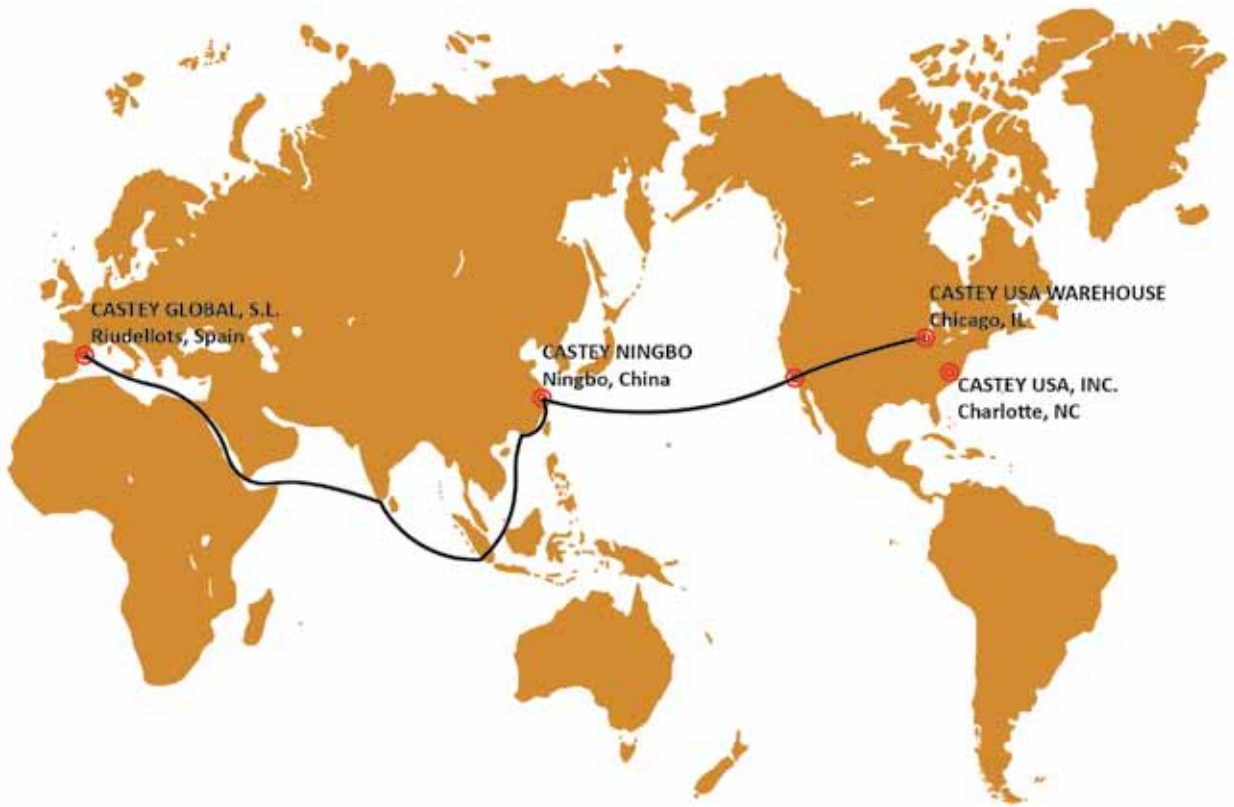
### Castey USA

Castey USA, INC was established in 2011 to distribute Castey cookware in the Americas. USA division is managed by the Castey USA Director of Sales and has professional sales representatives network to cover the entire country, including Hawaii and Alaska, creating the sales network to sell Castey cookware to USA retailers.

### Castey Ningbo

Castey Ningbo is the logistic platform of the company in China and was established in 2011 to increase the export capabilities of the company and reach new international markets, in Americas, Asia and Middle East, as this facilities increase supply flexibility and reduce delivery schedules. The logistic-platform is located in Meishan Ningbo port Free Trade Zone and is managed by Castey employees for a comprehensive control of all manufacturing procedures, quality controls and product distribution.

### Castey Subsidiaries



### Export Distribution



## MANAGEMENT

Castey young and dynamic team is under the leadership of Ramon Castey Domínguez, founder and owner of the Castey enterprise. His father, Ramon Castey Sala, who had worked as apprentice with the Barberí family and acquired Barberí Artistic Foundry in 1976, taught him the secrets of this ancient tradition of metal casting. When he retired, Ramon Castey took charge of the business and his vision made him realize the great potential of one of the foundry production branches to create a cookware manufacturing company. He established Castey in 1996 and created a successful brand of global distribution in a very short time.



## VISION AND BRAND VALUES

Castey principles can be summarized in just one sentence: *"Innovation is our oldest tradition"*. The legacy the company has passed through the generations is one of their strong points, but since establishing of Castey, they are committed to offer the highest quality cookware and tableware products. That's why design and technology is the company philosophy for all projects Castey develops. The company believes it is a must to continuously improve the design, technology and products features to give added value and turn them into the costumers' perfect choice.

The following are Castey brand values. All products developed and are conceived according to:

**History and Tradition**

**Design**

**Develop Unique Own Patented Technologies**

**Mediterranean Healthy Cooking**

**Respect for the Environment**



## COMMITMENTS

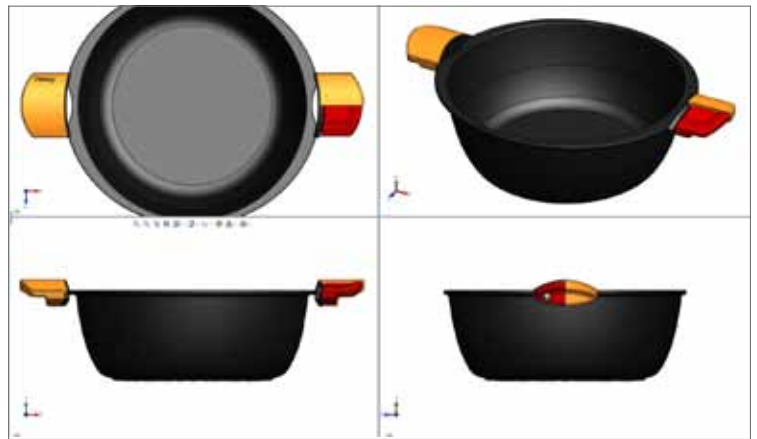
### Technology

Castey has developed, patented and added several own technologies to cookware, and this is one of the keys of his worldwide recognition. The most important one is the Integral System induction base, which made possible to use cast aluminum cookware in induction cooktops. Manufacturing system has demonstrated that it is more energy efficient than systems of other prestigious brands, as from testing by independent research made by Applus in 2008 and by the Swiss laboratory SGS in 2009.

Permanent attached silicone side handles, Castey's own patent that prevents consumer from getting burned when cooking with cast aluminum cookware, are also remarkable improvement and stylish. Castey was the first manufacturer to determine and develop the necessity to prevent cast aluminum handles to prevent burns and to develop this technology. Castey's patented design permanent attached silicone short handles are the only ones available in the market place, which prevents them to move or fall off when used.



Integral System Induction Base

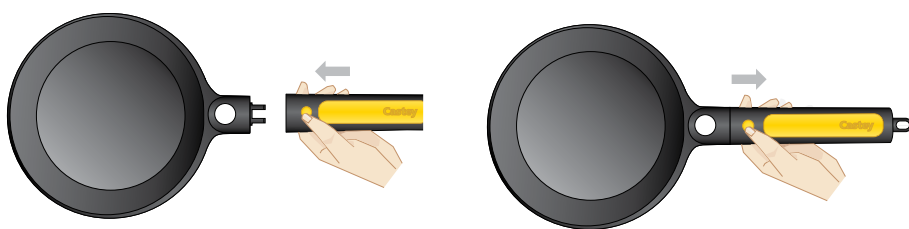


Permanent Attached Silicone Side Handles

## Design

Castey Research and Development team works side by side with renowned designers to design Castey collections. The main premise of designs must be attractive, but must stand out in functional benefits above all. This philosophy has produced important results, such as removable handles of fry pans, saucepans, grills and griddles. Safety Secure Handle Mechanism system is easy to remove or attach, save space in storage and allow products to be easily placed and removed from a hot oven, which is specially valued by professional cooks.

Castey has a deep commitment to design as its believe is it is a basic tool to give unique personality to the products of any company. For this reason Castey has created the Hi-Cooking Design Awards, which helps young designers to start their professional careers as it brings them the opportunity to show their talent to industrialists and professionals. In only 6 competitions, the contest has received projects from more than 15 countries.



Castey Removable Handles

## Mediterranean Cooking

Castey cookware technology, design and shape take into consideration the Mediterranean Cooking basics. As being one of the healthiest cooking in the world because food is low fat cooked in its own juices, retaining all flavor and nutritional properties. Castey has followed these premises to create cookware collections to cook at low to medium heat temperatures to achieve perfect even cooking to preserve all vitamins and natural flavors. Using high tech non-stick coating to increase cookware resistance and durability and avoid food from sticking on the pans and enjoy delicious flavored recipes without adding oils or butters.

Castey also contributes to spread the values of the Mediterranean Cooking by means of cooking demonstrations they offer to their customers and collaboration with organizations and entities that promote the benefits of low fat and healthy diet.



## Environment

Castey products are made of efficient, light weight, durable and recyclable materials which deeply respect our environment. Castey commitment with the environment is focused in three priority spheres of action:

Energy Efficiency.- Achieved with the design of the products cookware vessel and the patented induction base Integral System. These two elements help cooking as fast and even. This allows no waste of energy and lower environmental and economical costs.

PFOA Free Non-Stick Coating.- For a safe and healthy cooking environment.

Recycle Promotion.- Cast aluminum is earth friendly and recyclable. Castey promotes the recovery of used cookware by separating non-stick coating from aluminum and reuse it in other applications

## BRANDS AND COLLECTIONS

### CASTEY

Castey products collections are thought to satisfy the needs of the most discriminating customers. To achieve this, Castey develops products taking into consideration professional chef requirements. The result is today many well-known restaurants use Castey cookware and everyone can enjoy the same professional cookware and results at home.

#### Castey Classic

The Classic Collection includes a wide range of products to cook any meals by all kinds of cooking techniques, from the easiest, fastest and to the most difficult and elaborated. Its design is sober and functional and it includes the latest technologies to fill today cooking needs.



#### Vulcano

The Vulcano Collection has the same technical features as Castey Classic with added features of permanent attached silicone side handles to protect users from possible accidental burns. Castey own patented technology avoids having to protect hands to move and handle hot cookware. Vulcano also improves the removable long handles with a new simple release secure system, as they can be easily removed just pressing a button.





## Senso

Senso is Castey flatware, the first tableware project of the brand. This is main purpose for making Castey quality part from the food prep-cooking process in the kitchen to taste it on the table. Senso shines for its pure and apparently simplicity of lines and for its innovative and modern appearance.



## FUNDIX

Fundix is the second brand of the company. It was launched in 2007 as the alternative to Castey Classic Collection but quickly recognized name among cookware brands.

### Fundix Classic

The main identifying trait of this cookware collection is removable handles in trendy colors. Available in a wide range of color palettes to fit all consumers taste. Removable long handles are interchangeable. Fundix products neither forget design, featuring the perfect style for young people.





HI-QUALITY FOR HI-COOKING

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