



We serve. You cook.

company presentation 2022





Discover our ingredients to customize your cookware.

- 01 Allinox brand promise
- 02 Core values
- 03 Who is Allinox
- 04 What we do
- 05 Manufacturing & global distribution
- 06 Get in touch

‘Serving carefree cookware for every kind of chef.’

At Allinox, we don't just **design, manufacture** or **distribute** cookware. We serve it. The way that suits you best. **Tailor-made** if you want to, standardized if you like. We can even **deliver** right **to your doorstep**. We're a **people-oriented** company that listens carefully to everyone involved and goes the **extra mile** to make our clients happy.

We are **passionate** about creating **quality** cookware because we want people to be able to cook freely, all over the world. We like to look at our cookware through the lens of **real life**. So many chefs, so many stories. And whatever your story is, Allinox will serve you cookware that's just to **your taste**.



The cookware partner for
professionals and consumers
all over the world!



02

Core values

Quality Result

"We know what's cooking"

Customer Flexibility

"We listen to your needs"

Respect Stability

"We're a friendly family"



02

Core values

Communication

"We pull the same rope"

Innovation

"Innovating,
with a taste for design"

Pride

"Passionate about (our)
cookware"

Who is allinox?

Belgian global
cookware manufacturing
and **distribution specialist**

70+ years of experience

Allinox started as a family business in 1949. Our story begins with the launch of Alva cookware in Belgium (made from recycled aluminum, this was the birth of modern recycling). Since then, the family business has grown into a global company with a very international mindset.

Headquarters in **Belgium**
+ sales offices in the United States,
France, Germany and Hong Kong



- Sales office

- Headquarters
+ sales offices

- Factory
- Sales office

‘We will serve you cookware
that’s just to your taste.’



One allinox,
three business
units!

Brands

03

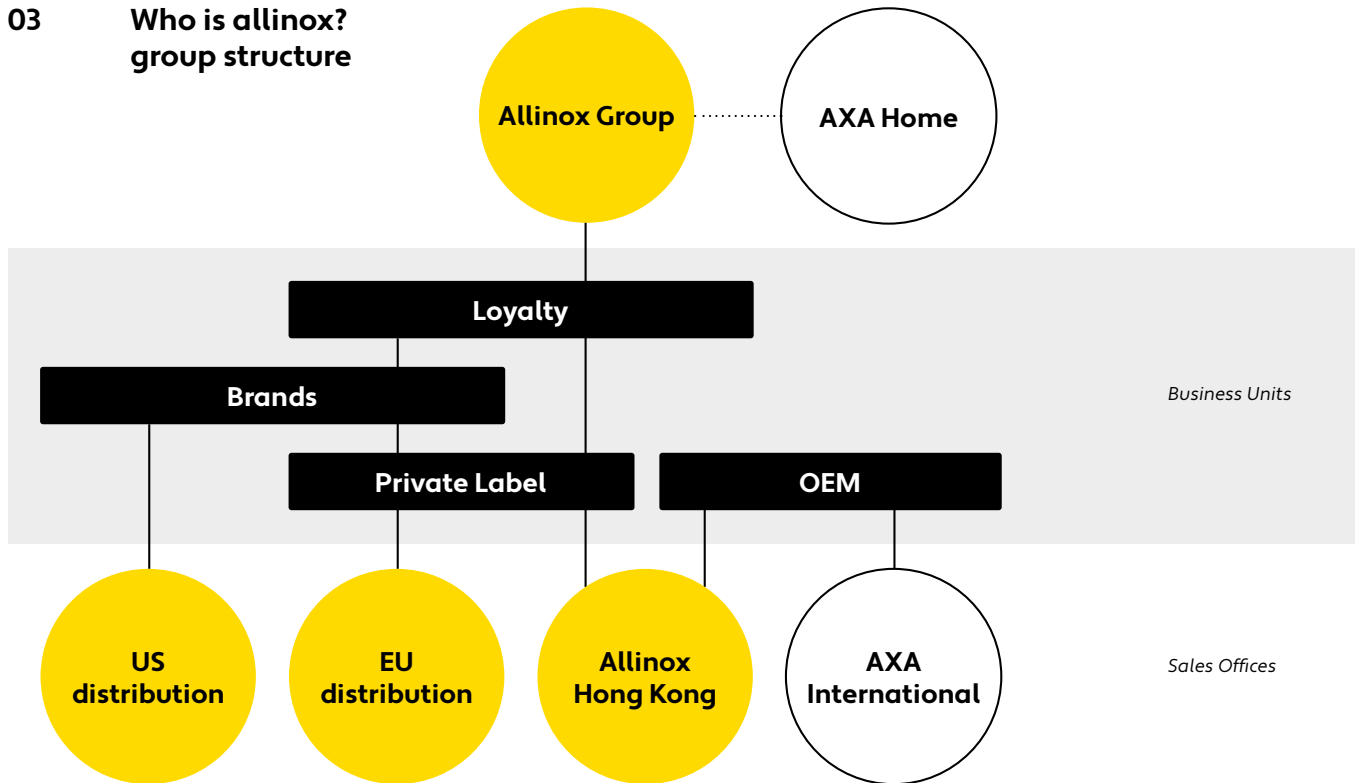
Who is allinox?

**Private
label
licences**

Loyalty

03

Who is allinox? group structure



Category management

Know what is needed to reach your retail goals



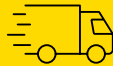
Engineering and design

R&D-driven organization



Manufacturing

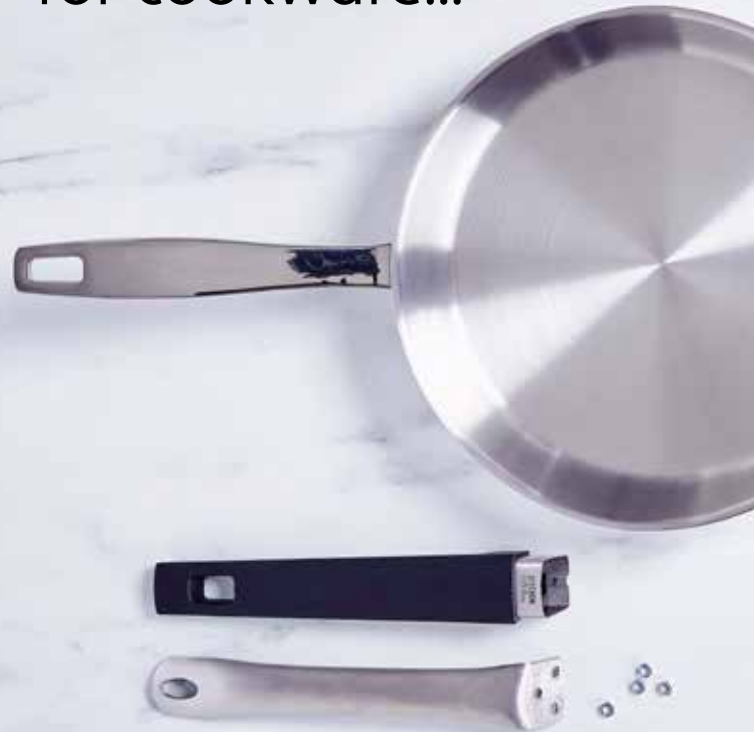
Own production and reliable partners in all materials



Distribution

Warehouse and reliable transportation network

One stop shop for cookware...





Together we strive
towards a better cooking
and eating experience.

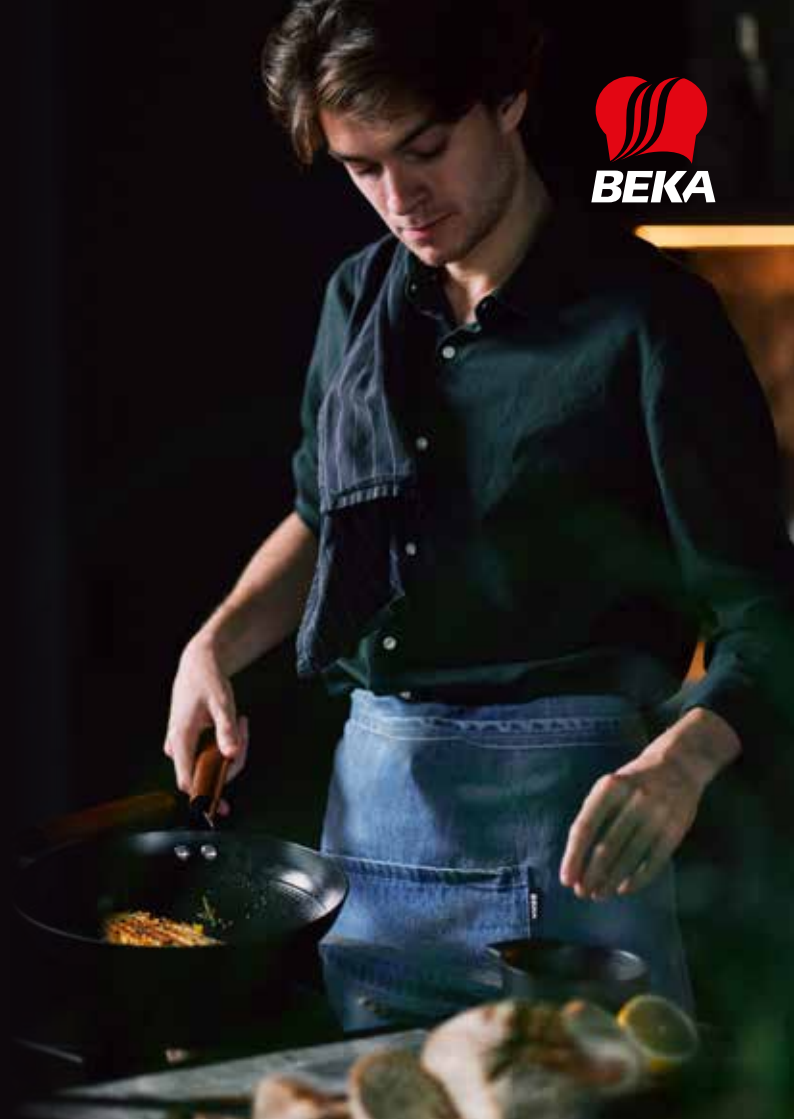
04 What we do - own brands

Design, manufacturing, marketing & distribution



CRAFTING COOKWARE

Since 1899



120 YEARS OF EXPERIENCE AND *tradition*

Beka Cookware has a rich history dating back to 1899. Starting with Daniel Braun and Jakob Kemmler, they co-founded the Beka Cookware brand in Betzingen, Germany and embarked on the manufacture of high-quality cookware.

In the following years Beka Cookware became a well established brand name in Germany and other countries. Worldwide patents in innovative technologies and overall customer satisfaction contributed to the growing success.



OUR HISTORY



1899

Beka Cookware has a rich history dating back to 1899. Starting with Daniel Braun and Jakob Kemmler, they co-founded the Beka Cookware brand in Betzingen, Germany and embarked on the manufacture of high-quality cookware.



1960

Worldwide patents in innovative technologies and overall customer satisfaction contributed to the growing success, resulting in the construction of an even bigger production plant in Tübingen, Germany.



1991

To help grow and strengthen the global market position further, a new distribution centre was opened in 1991 in Wittisheim, France serving the whole European market.

2000

In 2000 the Belgian cookware manufacturer Allinox bought the Beka Cookware brand. With headquarters moved to Oostrozebeke, Belgium, a distribution centre in France and a growing number of sales offices, Beka Cookware consolidated its position on the European market.

A few years later, long term plans to pursue an international image led to the opening of sales and operational offices in the United States and Hong Kong.

aLlinox
We serve. You cook.



OUR HISTORY

2012

To offer an even better service to all our worldwide clients the complete handling was concentrated in a fully renewed and automated distribution centre in Belgium in 2012. Following Beka Cookware's green philosophy 1500 square metres of solar panels were installed on the new warehouse providing sustainable energy for the Beka headquarters.



2011

In 2011 Beka Cookware invested in new upcoming markets outside Europe and the first Beka Cookware shop-in-shops opened in Russia, Taiwan and China with more to follow.



CRAFTING COOKWARE
Since 1899

2019

Beka blows out 120 candles! No better time than this jubilee year to give the Beka items a new look. The packaging was redesigned, the look & feel were refreshed and our new baseline, 'Crafting cookware since 1899' was launched!

2021

In 2021 Beka has been working on a more stylish way of product communication. We gave all available POP and POS displays a sustainable update. All plastics are replaced by cardboard and paper to highlight the product in a more sustainable manner.

Beka wants to continue this path and pursue it's innovative course even further.





Carefree COOKING EXPERIENCES

Since 1899 Beka is all about making your cooking experiences easy and carefree. We stand for qualitative and well thought-out products so you can focus on what really matters in your kitchen; preparing great food and connecting with the ones you love.




alva

HEALTHY AND SUSTAINABLE

Cooking in style

Seasoned with a mix of Belgian design, sustainable materials and high-quality finishing, Alva makes sure that everyone can cook in style. Alva sets the bar high for pots and pans, every day, so that you can consciously enjoy your food and be your hospitable self with your friends and family.



1949

Albert Vandaele established the company ALVA in 1949. He had found a way to reuse discarded military equipment from World War II to create cast aluminium cooking pots. The pots with integrated handles were turned and sanded on both the inside and outside. Poorly cast pots were immediately melted and recast.

A disused flax barn and vacant weaving mill were converted into a refurbished workplace with offices, a toolmaking facility, foundry, sanding and polishing unit, assembly area, warehouse, loading site, and more.

The product range was gradually yet continuously expanded. In addition to deep and low cooking pots, Alva also produced soup kettles, deep fryers, milk pans, frying pans, basins, colanders, ladles, buckets, whistling kettles, coffee pots, and more.

Meticulous market research was conducted to develop innovative products like a 'Full Speed' filter (so that you only have to pour once) and 'Super' deep fryer that never boils over.

1960

In 1954, Alva was asked to produce 25,000 whistling kettles for a customer. Alva expanded once more and bought its first hydraulic press, an SMG 100 TON. It was challenging for the company to make the necessary adaptations to reach cruising speed and be able to process larger orders more efficiently, but they succeeded. New challenges presented themselves and Alva rose to the occasion, facing them head on.

1970

Times change and new fads gain popularity.

Aluminium cookware faced fierce competition from stainless steel cookware. Alva evolved along with this trend and after much searching and testing, the first Alva stainless steel products hit the market. This development went hand in hand with the purchase of new materials and machines.

Alongside production and sales, the number of machines and staff members also increased correspondingly. The Belgian brand Alva was now a household name in the Netherlands, Germany, Switzerland, Austria, France, England, and Denmark and, consequently, had become a European brand.

1983

On 29 March 1983, the Alva factory was almost completely destroyed by a devastating fire. The family business lost virtually everything as a result. Offices, machinery, products, warehouses... everything was lost to the flames. That's when the following legendary and optimistic words were spoken: "We're starting over (again) and we're not waiting until tomorrow. We start over today!"

In less than three months' time, the newest Alva pot was rolling off the production line. Alva was once again providing its loyal customers with high-quality products – and even faster than before.

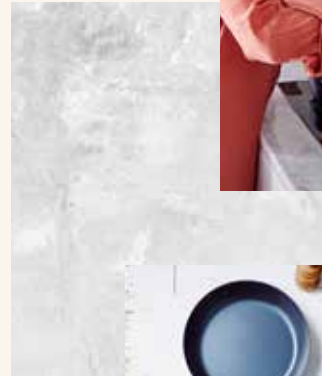
This translated literally into the qualities that exemplify Alva to this very day: solidity and reliability.

1991

After having produced cookware for 40 years, Allinox was created in the early 1990s as a commercial entity for Alva. A few years later, Allinox was forced to relocate production abroad and set up a stainless steel factory in China, making Allinox a true cookware specialist with a variety of materials and delivery options.

Headquartered in Belgium, the family company Allinox manufactures, stocks, and distributes high-quality cookware around the entire world.

Courage, respect, and patience have always been the core values behind the Belgian company and the Alva brand. Albert Vandaele has passed these virtues on to his staff, his children, and his grandchildren, who are still active in the company today.



04

What we do - licences



Design, manufacturing,
marketing & distribution

**DESIGNED
FOR COOKING.**



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Together we strive
towards a better cooking
and eating experience.

05

Manufacturing and distribution

New industrial area

Xinxing north

12 Ha, of which 65000m² constructed

Offices and lodging for workers

Solar powered

partly self-sufficient

Start of production

March 2022

- 1500+ employees
- Capacity: 12m+ pcs produced/yr
- Stainless steel + Alu
+ Multiply materials
- Advanced robotisation
- R&D center

New!



05

Manufacturing and distribution

- o FOB shipments from China
FCA shipments from Belgium
- o Global DC in Belgium -
Oostrozebeke (3 hours from Paris)
- o Storage: 20.000 m² with 12.000 pallet spaces
- o Delivery options:
 - Full truck
 - Full pallet (group orders)
 - Mix pallet - mastercarton pallet layers
 - Picking: piece picking for E-commerce
- o Delivery performance
 - E-commerce: next day
 - Benelux B2B: <48 hours
 - Express delivery France: <72 hours
 - Standard delivery EU: 8-10 working days



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Let's meet in the kitchen...

Ready to discuss your next cookware project?
Or maybe you just want to get to know us
better?

Give us a shout and we'll see what we can
cook together.

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