

COMPANY

Companies narrating and offering contents for that absolutely real international brand, Made in Italy, share common elements in their entrepreneurial experiences. These elements are the strong presence in the territory and an entrepreneurial spirit.

CRISTINA has been one of the narrating voices of Made in Italy since 1949, becoming, in the meantime, one of the points of reference in the tapware sector.

In 1949, Ezio Cristina founded the company in Gozzano, a geographical area that soon became the tap and fitting district, where craftsmanship, industrialisation, research, and design merge. The company closely followed the path of tradition traced by the founder until the arrival of his sons, Alberto, and Riccardo, who drove the company towards a vigorous transformation on an industrial scale. At the end of the 1980s the acquisition of Silfra took place, a company specialising in the production of soil pipes, electronic and time-controlled taps and fittings. With this operation, CRISTINA Rubinetterie moves further into the industrial sphere.

Over the years, the company has evolved in every aspect of production.

In 1968 the company was one of the first in Europe to introduce the thermostatic mixer (with a core, a temperature-sensitive bulb to regulate the water gradually, thus allowing a constant temperature) and to offer a range of 100 surface colours, thanks to the opening of a department dedicated to painting and, later, to galvanic coating, thus contributing to the new trend of coloured mixers.

In the 1980s, the company was among the first worldwide to introduce the single lever mixer, consisting in a single lever to regulate the water temperature.

Another important step was made in 1994, with the decision to produce the cartridges for the single lever mixers in-house, a major investment in technology that immediately allowed a high degree of security in controlling the production process and product quality.

At the end of the 1990s, the company, of which Makio Hasuiki is the current artistic director, opened up to the creative contribution of Italian and international designers.

In 2007, the logistics centre in Gozzano was enlarged, and is now housed in a structure of over 2000 square metres featuring a fully automated warehouse.

In 2003, the use of stainless steel was introduced (guaranteed by the Centro Inox quality mark) to which the company has dedicated an entire division. This immediately proved to be the ideal solution for bathroom and kitchen products, both in terms of aesthetics and for the intrinsic characteristics of stainless steel, a highly hygienic material that is easy to clean and eco-friendly considering that over 80% is obtained from recycling, thus reducing the environmental impact. The great attention paid to the issue of environmental sustainability is expressed with all the brand's products crafted using materials that meet international standards and are equipped with technologies aimed at reducing water consumption.

The company is also a member of the Green Building Council Italia that avails of the LEED (Leadership in Energy and Environmental Design) rating system to assess the sustainability of buildings. The ceaseless investment of capital and human resources in research and development is another key feature of CRISTINA Rubinetterie with an R&D Engineering department comprising engineers, graphic designers, and designers. Today, CRISTINA Rubinetterie stands out for its totally Made in Italy production with five sites all located in the upper Novara area, a total of 35,000 square metres of covered surface area with 250 employees. The decision to keep the entire production cycle in-house, without delegating the most important aspects of the industrial activity to other external companies, is to be underlined. A strategy that guarantees the highest quality of the products appreciated by the markets, as a whole: over 60% of the turnover comes from foreign markets, and the company operates in over 60 countries, with a predominance in Europe (France, Switzerland, Spain, United Kingdom, Germany, Holland, and Austria) and a great attention to North Africa, the Far East, Oceania, and America.

And 2017 was the year of an important step for the company with the opening of a company-owned showroom space in April in Milan. Four windows onto via Pontaccio in the heart of Brera, the ultimate Design District. A decision taken to implement the dialogue with designers and architects, who, with the showroom, now have a dedicated place to touch the brand's collections and for work and planning meetings, and to offer events and empower the corporate image.

In June 2017, the company became part of the Caleffi Group, a leader in the production (Made in Italy, once again) of components for heating, air conditioning and plumbing systems. An important operation, aimed at guaranteeing an absolute continuity for the brand and its growth at an international level.

In 2020, CRISTINA Rubinetterie announced further important innovations, involving the entire company structure. A new logo, a renewed design for exhibition features, and new mixer collections. All of this will help determining the company's path in the near future, which will be much oriented towards design, the relationship with the project, and to the hotel sector. In addition to a wide and diversified range of products in the catalogue, the company confirms and implements the possibility of developing made-to-measure solutions in terms of dimensions, finishes and use, so as to meet all design requirements. Products, intended for the bathroom, kitchen, wellness, and outdoor environments, are designed to be functional, durable, and aesthetically in line with contemporary interior design projects.



In 2021 the launch of a new series: FOIL, design Marco Pisati. In just a few months it wins the Archiproducts Design Award with a special mention for sustainability, and it is precisely sustainability that is the driving force of the year for the company. "From Yellow to...Green!" is born, a claim that aims to convey the CRISTINA Rubinetterie commitment to becoming an ever-greener reality.

2021 is also the year of the first exhibition space abroad: the showroom is in the Czech Republic in the heart of Prague. With 50 square metres of light-flooded windows, it offers a rich selection of CRISTINA and SILFRA products. The showroom is targeted at both consumers and designers.

In 2022, the biannual Salone del Mobile event is back with the Salone del Bagno. The design of the stand has been entrusted to Elisa Ossino Studio and this concept is the one that we will be seeing again in the autumn in the showroom in via Pontaccio (CRISTINA Brera) at the end of the renovation work. Two new Fractal products, Soo K. Chan design and the XT486 shower column, Naomi Hasuike design. East Side and Tabula, two angelettiruzza design series, win the IF Design Award conferred by iF International Forum Design GmbH, the world's longest-established independent design body with over 130 leading figures in the international design world on its jury panel.

Impressive changes in terms of logistics, synergy and new organisational systems: CRISTINA has gone from storytelling to concrete storydoing in less than five years.

Company video



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