



Wega at Internorga 2024, a completely new story of an evolving brand *A new brand image. Wbar Pro, Nova and Pegaso Plus take centre stage in Hamburg.*

The annual appointment with Internorga returns and Wega is focusing its attention on the new image which represents a mainspring in the brand's history. This restyling has been designed to consolidate the strong and recognisable presence of a company that represents Italian industrial excellence, making it suitable for every need in a contemporary communication scenario. The new payoff - Superior Coffee Experience - has also evolved based on internationality, underlining an extraction experience that can be lived through the quality and tradition of a brand in continuous growth but with solid roots.

Visitors will also have the opportunity to discover the innovative WBar Pro: functional aesthetics and reliability for an even more intuitive and compact machine.

Wbar Pro offers users an uncompromising smart experience, thanks to the new, even more versatile flaps and electronic shot counters to keep the extraction times of each group head under control. Furthermore, there is the option of having the Autosteamer, which can be activated using the button located directly on the group head keypad.

Dedicated to exalting human-machine interaction, Nova is ready to amaze the public with the new Barista-style steam wands that allow users to give free rein to their creativity and involve visitors in an unforgettable coffee experience. Special attention has been given to the interactive design of the control panel: the close and orderly layout of the buttons on the front of the group heads guarantees quick and simple use, reflecting the consolidated use of most electronic devices. Thanks to the fully integrated cup lift mechanism, it is possible to control the height of the support rack with a simple gesture and, in just a few seconds, comfortably switch from the standard height to a more spacious one.

For lovers of the uncompromising classic, the Pegaso Plus, with its timeless style and reliable design, will also be on show at the stand. The new dashboard and new easy-clean steam levers make the machine ergonomic and easy to use while its appearance has been jazzed up with LED spotlights that can be used to light up the whole work area.

The company looks forward to meeting enthusiasts from 8 – 12 March at the Internorga Trade Fair, Hall A4, Stand 215, for a journey into a new representative universe, full of history and yet totally new in its visual and experiential set-up.

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