

HLF at HOST 2025: Innovation Through Simplicity. The Most User-Friendly Modularity on the Market

From October 17 to 21 at Fiera Milano, **HLF** will showcase its complete range of superautomatic coffee machines.

This event is the perfect opportunity to discover the ongoing evolution of a brand that has made modularity, reliability, and ease of use the cornerstones of its offering.

This year, the HLF booth will be a journey into the brand's new payoff, "**Innovation through simplicity**", which encapsulates the company's vision and drives every HLF project.

For HLF, innovation means simplification: transforming complex solutions into intuitive technologies that seamlessly adapt to any professional setting, from **cafés** to **hotels**, **restaurants** to **offices**, delivering professional-grade performance and unprecedented ease of maintenance.

Modularity and Beyond

HLF's range stands out for offering the most user-friendly **modularity** on the market.

"Standard" and "Full Modularity" are the two concepts that define the lineup, enabling the fastest, simplest, and most cost-effective maintenance available.

But that's not all: the high **quality of espresso**, an essential element for preparing espresso-based beverages, which make up the majority of global consumption, is one of the pillars of HLF's excellence.

Alongside in-cup excellence, HLF features advanced milk technology that ensures **perfect frothing** for both **hot and cold milk**, consistently delivering superior texture, creaminess, and quality.

Completing the picture is the **Self-Cleaning System** technology, available across the entire range. This automatic milk circuit cleaning system uses a dedicated internal tank to perform the cleaning process entirely automatically, with no operator intervention required.

A Range for Every Need

The **HLF 1700** strikes the perfect balance between compact dimensions and professional performance.

Equipped with a 7-inch display and a **new double spout** for simultaneous coffee dispensing, it offers a smooth and intuitive interface, ideal for small but demanding spaces.

The **HLF 2700** is the ideal solution for the **Ho.Re.Ca.** sector: compact, elegant, and high-performing.

It features a **next-generation 10-inch display** and is available in versions for coffee and soluble products, or coffee, fresh milk, and soluble products.

With the **HLF 3700**, modularity reaches its peak.

Designed for high-volume environments looking for variety and consistency, it features a **dual milk circuit** for hot frothed milk beverages, extensive recipe **customization**, intuitive management via a **10-inch display**, drip tray to ensure in-cup quality, and fully automatic cleaning.

Finally, the **HLF 5700**: the top of the range.

In addition to the features of the previous models, it includes a **15-inch display**, one of the largest on the market, a dual milk circuit module for hot and cold frothed milk, and up to two integrated self-cleaning tanks.

High performance, unmatched quality in every cup.

The HLF Experience at HOST 2025

With a product offering that covers all consumption segments and unmatched modularity, HLF arrives at HOST 2025 with a solid, proven, and continuously optimized range.

The event will take place at Rho Fiera Milano, **Hall 20 – Stand E24-E32-H23-H31**, from October 17 to 21: a chance to experience firsthand how HLF innovates its solutions, integrates technology into its products, and guarantees simplicity.

MEDIA NOTE

ATCOMMUNICATION

info@atcommunication.it