

EXPRESSION PRO



SUPREME INSPIRATION

Designed and
produced by hand
in our factory in
Barcelona

EXPRESSION

IS

Designed to inspire with minimalist and elegant lines, the Expression Pro is perfect in every sense. Every angle, every material and every detail has been made to make it eye-catching.



DESIGN

EXPRESSION PRO DESIGNER

Andreu Carulla



In 2006, after a few years working for different design companies and agencies, he decided to set up his own studio (Andreu Carulla Studio) in his home town, set right in the heart of the countryside and just an hour from Barcelona. He has experience in a variety of sectors, including graphic design, home furnishings, jewellery, food and industrial and technological design. An award-winning

career. Andreu Carulla's brand new studio has recently been awarded the Delta de Plata award by ADIFAD (Industrial Design Association Promoting the Arts and Design). As well as being awarded the Red Dot 2015 Best of the Best award, one of the world's most prestigious design awards, his work has also been recognised by Wallpaper, Elle Decor and Interiores magazines.

When you started out as a designer, you worked for an office that designed some parts for the Iberital coffee machines. Now, for the first time, your studio is undertaking the redesign of the Expression Pro coffee machine and you'll have a complete overview of the whole product. What concept have you developed for the project?

ANDREU We're approaching this restyling as a reinterpretation of the current coffee machine. The barista world has changed a lot over the last few years, as well as the whole aesthetic that goes with it. Our main aim is to update it in a way that makes it once again the deserving star of the show.

What added value can the design bestow on a coffee machine?

ANDREU I think it adds a lot of value, because product design is more than just aesthetics. We're trying to go deeper into the sector so that we can work out what's missing and identify the users' key requirements – from the most aesthetic to the most functional. For example, this initial study helped us to establish that the barista's main work space is the tray. Armed with this knowledge, we set about making the tray bigger so that now it is one of the main features of the new Expression Pro. The customer's coffee experience is in the hands of the barista, and what we try to do is make their job as easy as possible by making the coffee machine their best friend.

In your opinion, what are the key features of the Expression Pro coffee machine?

ANDREU The current Expression Pro is an all-rounder. It's a very versatile and sturdy machine. Aesthetically, it's a machine that can easily fit in anywhere as its purpose is to provide a good service, not steal the show.

So to cite Charles and Ray Eames, do you think that design always addresses a need, or can you have design for design's sake?

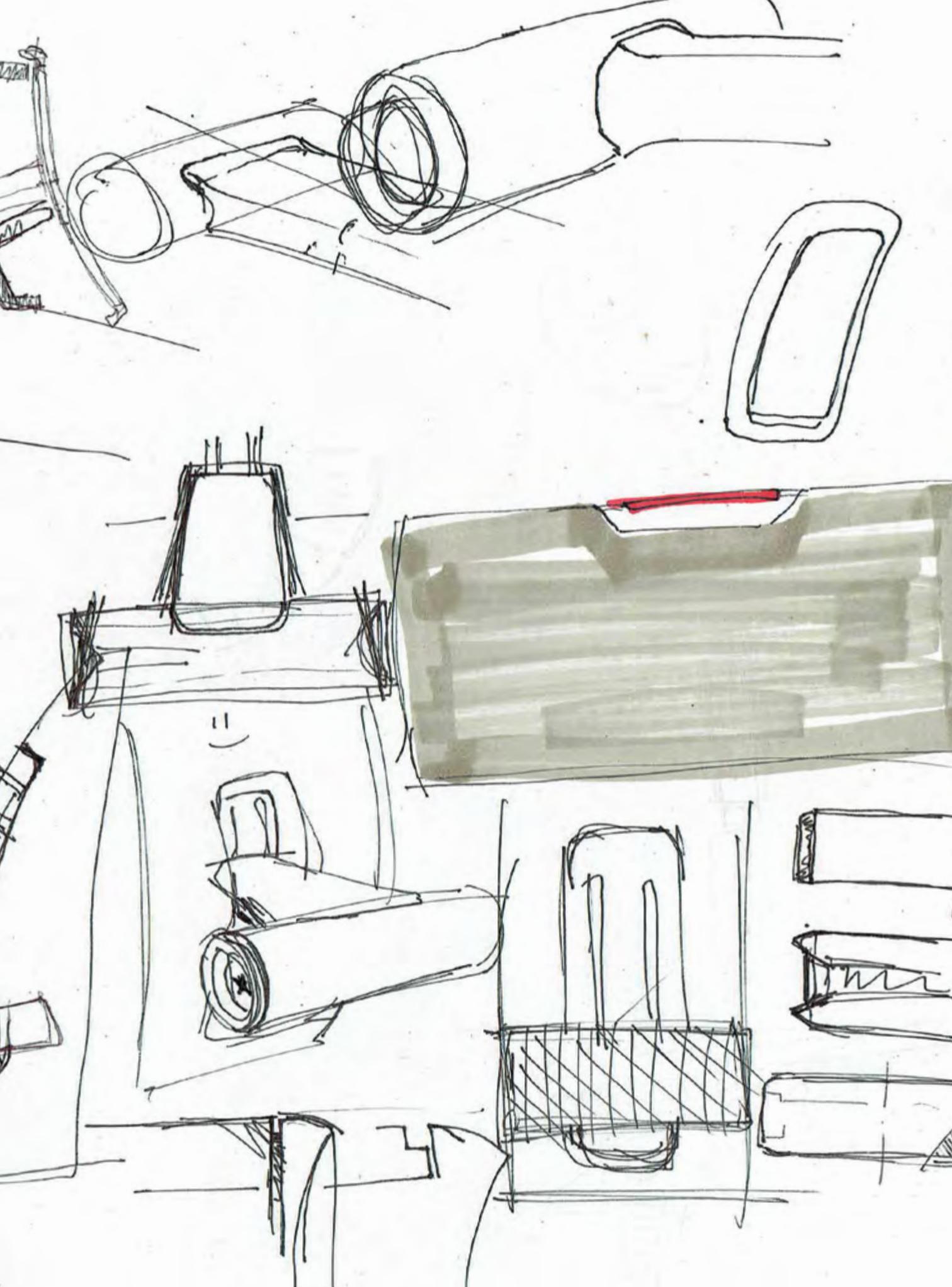
ANDREU If that were really the case, there would be much less "junk" around us. Unfortunately (or not), there is a lot of design for design's sake: design for business, design for show, design for boredom, etc. We don't even need to go as far as the Eameses; Rafael Maquina's oil cruet is an example of a case where there's an almost perfect balance between design and aesthetics, and that's a real benchmark for us.

How do you think design affects the usage or the experience?

ANDREU Design and usage definitely go hand in hand. As designers, we're responsible for deciding the relationship between the product and its users, just like between the product and its environment. We're also partly responsible for the environmental and social impact that the product might have. So without a doubt industrial design goes much further than just being a style exercise. Although unfortunately we still have to explain that we're not a bunch of artists who've had a lightbulb moment...

Do you think that design has to be ahead of fashion and trends?

ANDREU In our opinion, yes. But that will always depend on the commission, and also on the type of product being designed. If the product has got to survive in the market for twenty years, then obviously it can't become totally obsolete at the end of the season. But if it's a more fleeting idea, or a product for immediate consumption, then the aim is completely different.



“Our commitment is to make the barista’s job as easy as possible by making the coffee machine their best friend”

Would you say that your job is more about craftsmanship or invention?

ANDREU My job is definitely a mixture of both, and I try to find a balance between them in every project. Our studio is defined by the large number of sectors that we work for. In a lot of cases, this means that our message can be confusing, and depending on who looks at our website, it may be that they can't work out exactly what services we offer. So that's why we're shortly going to be splitting the brand into two: they'll both coexist in the same space, but while one part will focus on invention, the other will work more on craftsmanship and the limited range.

You've mentioned that to restyle the new Expression Pro, you did some field work in close collaboration with different baristas. This sounds really interesting. How did it work?

ANDREU What we normally do is to try and get to know the sector that we're working in. In this case it was particularly enjoyable. We went into cafés that we'd walked past and noticed a lot of times but that we'd never been in, and in a lot of cases we were pleasantly surprised. It was an observation exercise where we focused on the interaction between the machine and the user and its environment, which was often cluttered and untidy. We spent less than a month on the strategic phase, but it was very fun and surprising.

Can you tell us a bit more about this process, with a quick insight or an anecdote?

ANDREU Yes, well, Iberital told us that the sector paid a lot of attention to the installation instructions. It turns out that the installation instructions often recommend that you never turn off the coffee machine because consumption could be very high. So, when we asked in bars and restaurants how often they turned off the coffee machines, the majority said only if they closed for more than a day, but we even spoke to some who'd never turned it off since they'd installed it.

And after this collaboration with Iberital, has your relationship with coffee changed?

ANDREU I drink a lot of coffee, but I've now discovered that I didn't use to demand much from my coffee. Since we started working with the Iberital project, we've delved into the sector's sophistication and so, as a result, we've acquired the “bad habit” of getting used to good coffee. I had to take a coffee back for the first time, which once upon a time I'd have drunk without batting an eyelid.

**Interview by
Aina Mercadé**

EXPRESSION

High performance engineering. The baristas art consists of meticulously reproducing the history of each coffee bean. Achieving this requires an equally capable tool, a machine that maintains the optimal brewing parameters with each dispensation, especially during periods of high workload. The Expression Pro is designed for demanding commercial environments and for baristas to serve perfectly brewed coffee.



IS

PRECISION

Perfect form every angle. Expressive with every cup.

4

Display

New easy-to-use TFT color touchscreen.

5

Filter holder

New, more ergonomic filter holders.

6

Lever steam

New steam levers with improved ergonomoy and redesigned steam wands.

7

Gauge

New, elegantly designed gauge. Improved visibility for checking pressure which allows for extraordinary steaming.

8

Drip tray

Bigger means increased comfort and greater freedom of movement.

1

Black & White

Available in matte (black) or glossy (white) finish.

2

Backlit led lights front panel

Stainless steel front panel with backlit work space.

3

Touch pads

New flat screen touchpads, soft to the touch.



CREATED FOR THE EXPERIENCED BARISTA

Touch. Play. Enjoy

The Expression Pro has multiple functions and programmes accessible from the touchscreen, allowing you to accurately control and automate the extraction parameters based on your criteria and objectives.

Manage your Stock of Coffee and machine maintenance via the integrated intelligent control system that is supplied internet-enabled.

FEATURED FUNCTIONS

Colour touchscreen with intuitive menu and access to multiple programmes and functions.

Log the number of coffees made per dose.

Programme the coffee dose, either in millilitres or timed..

Monitor the automatic group cleaning system.

Programme the amount of water consumed.

Programme the level sensor according to water hardness.

Programme the steam temperature and offset of the actual milk temperature (both optional).

Programme the technical support telephone number in case of a maintenance issue.

Auto on/off with the option to set up different programmes for different days.

Telemetry System with Machine to Machine Connectivity to an IoT platform (Internet of Things) to automatically manage your stockholding of coffee and monitor the maintenance requirements of your machine (optional).



The Expression of a perfect coffee is a reliable machine

The Expression Pro is designed for demanding environments, both in terms of workload capacity and brewing quality. It has a double boiler system, one boiler extracts the coffee and controls optimal parameters to the millimetre, and the other boiler generates steam for the milk with an actual temperature

offset system. View and control all of the machines parameters and functions intuitively by using the touchscreen, including the programming of coffee doses in millilitres or timed. This also features a system for contacting the technical service team in the event of a maintenance issue.



2 GROUPS

COFFEE

3 L

STEAM

8.4 L

3 GROUPS

4 L

11.5 L



↑ Beatriz García Rey, Iberital's barista joined us in presenting the Expression Pro at Hostelco 2016.

← CaféBeatriz is the limited edition blend, chosen by Beatriz García, which was served during the machines demonstration.



More than 11.400 HOURS of technical development

Scan to watch the Expression Pro R&D story





The most advanced technology to extract the best coffee

TECHNICAL SPECIFICATIONS

Boiler capacity:

2GR: coffee 3L | steam 8.4L · 3GR: coffee 4L | steam 11.5L

Heating element:

2GR & 3GR: coffee 1,000W | steam 3,000W

Front panel can be removed enabling easy access inside the machine.

Boiler drain tap located in center of drip tray.

Contactor 25A and static relay built-in.

Lever steam valves.

Anti-splash hot water outlet.

Automatic boiler fill.

Heating element protector device.

Internal motor and pump.

Weight:

2GR: 64Kg · 3GR: 84Kg

Note: In High Cup version, machine height is 485mm, both 2G and 3G models.

DIMENSIONS

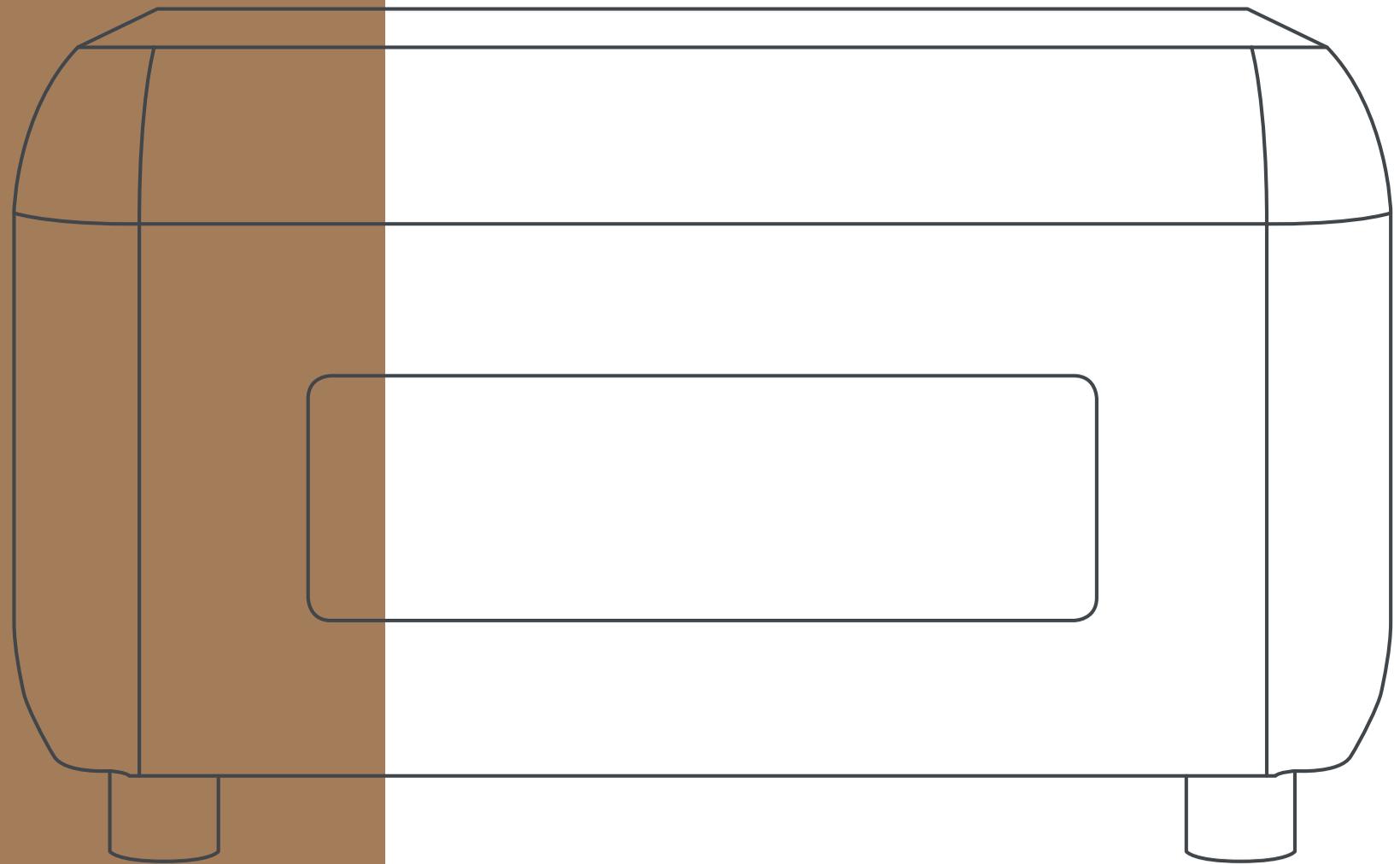


The Expression
that defines you



EXPRESSION

IS



The coffee machine is a visual focus of attention in a coffee shop, an opportunity to enhance the character of the premises in an attractive and memorable way. The Expression Pro offers two options for the back panel, customizable or backlit so that it looks impressive on counter tops.

ATTITUDE

BLACK



Matt black. The colour of dusk and sophistication.
Refined, subtle, elegant. A gentle overtone.

WHITE



Glossy white. The clarity of day captured in a colour.
Pure, bright, energetic. A magnificent choice.

SPECIAL FEATURES

The custom era

Choose between the glossy white or matt black shell and customize the back panel with the different textures and materials available, or choose the backlit option which displays the Expression lettering.

We will prepare a Customized Brewing Kit that includes all the parts that you're continuously in contact with, adapted to produce an optimal coffee based on your methodology and coffee blends.

TWO OPTIONS FOR THE BACK PANEL:
CUSTOMIZABLE OR BACKLIT

A removable shower and shower support system to adjust the distance between the shower plate and the coffee.

Shower support adapted to grams of coffee used by the barista.

Filters with a 53 or 58 mm diameter based on the barista's preferences.

Open coffee outlets with a special angle to ensure continuous coffee flow.



A 360° COFFEE EXPERIENCE

Hand made in Barcelona

THE JOURNEY

The journey travelled by the coffee bean, from hanging on the coffee tree to being selected, processed and roasted, all the way to its wait inside the coffee grinder, is a story of its own. A story that can be smelled, touched and in the end, tasted.

The barista holds the last and biggest responsibility: that not a single note, colour or nuance of the seed's great journey is lost, a seed that has absorbed aromas and flavours all along its path. There is still much to be discovered about the richness and depth of the world of coffee. This is why the barista needs the tools to delight his clients and the freedom to innovate in his coffee blends and preparations.

The Expression Pro effectively gives the barista the tools and the freedom to try all sorts of blends and surprise his customers, while maintaining an optimal result, faithful to the story told by each grain of coffee, one espresso after another.

Iberital pursues excellence in every machine, so that the barista can pursue excellence in every single one of his espressos.

