



# ELPRIMA

ONE GROUP, INFINITE POSSIBILITIES.



# THE FUTURE OF SPECIALTY COFFEE.

A NORMAL PART OF PEOPLE'S EVERYDAY LIVES.

The culture of quality coffee is becoming more and more widespread, conquering the interest of a broad and different range of people and ages, from the pure coffee lover to a top businessman.

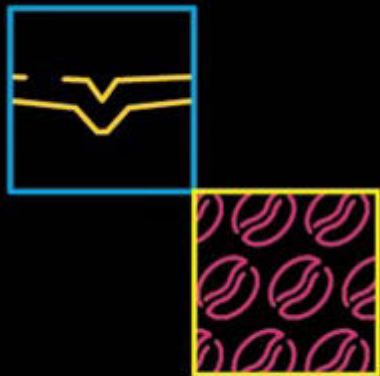
The type of coffee consumed is also changing. "Specialty" products are more requested, prepared with high quality "gourmet" prime materials produced ethically and sustainably.

Quality coffee is becoming a real lifestyle. People search for an exclusive coffee experience even outside the coffee shop, like food trucks, boutiques, offices, homes, and many other settings.





# QUALITY COFFEE IS BECOMING A LIFESTYLE







**HOME**



**FOOD**



**BUSINESS**



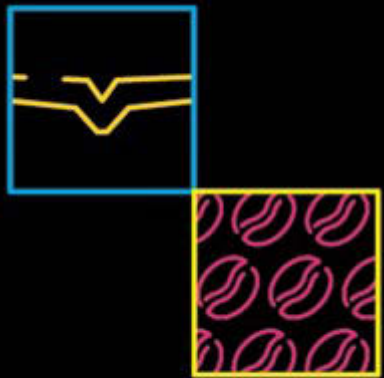
**SMALL COFFEE SPACES**







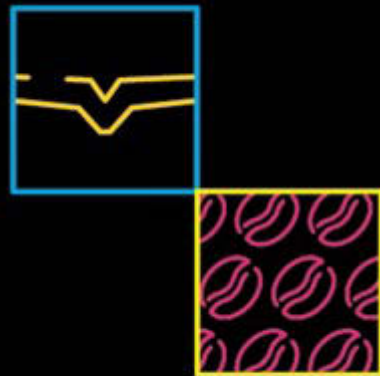
# EL PRIMA





# VERSATILE AND ECLECTIC

A NEW WAY OF LIVING AND PERCEIVING THE COFFEE EXPERIENCE.





Prima, which means First in English, is the first natural number, the emblem of unity and uniqueness, and the most used pronoun and indefinite adjective of the Italian language.

This short and universal name, which evokes the strength of the Italian brand of coffee excellence, portrays perfectly the 1-Group characteristics.

Moreover, the new EAGLE ONE machine is the "first" one-group Victoria Arduino and represents supremacy: nothing will be like before. It is also a machine, of which characteristics make it incredibly flexible and adaptable to different needs.

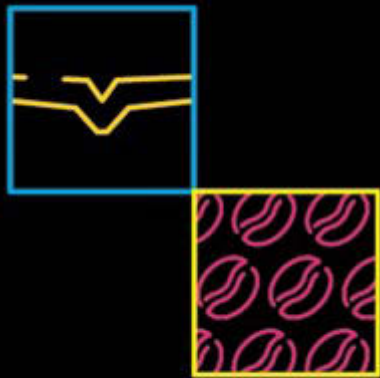
**KEY CONCEPT:**

Made in Italy, entry level, speed, Number 1, One Group, excellence, dynamic, novelty.

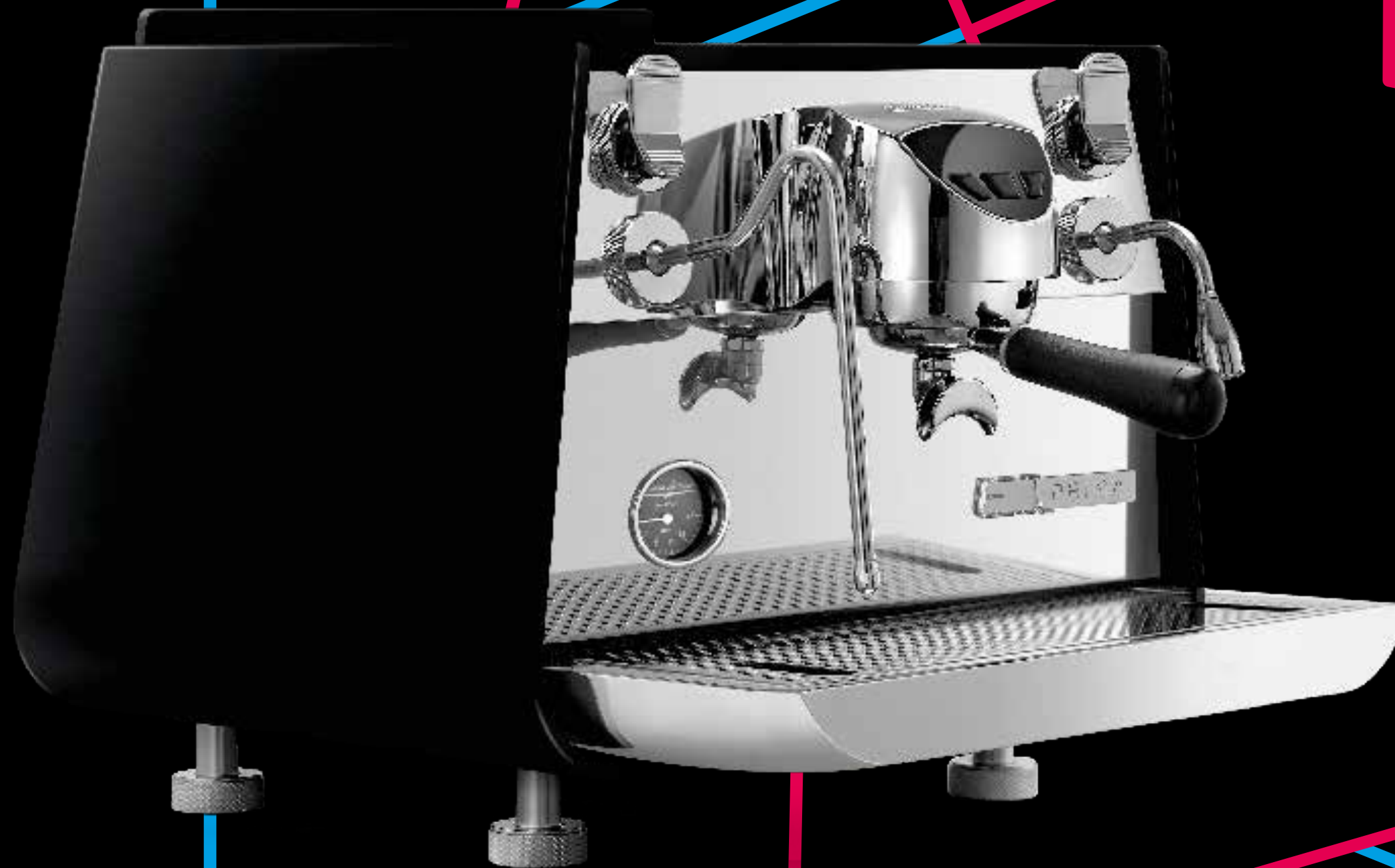




NOT ONLY COFFEE.  
EVEN A LIFESTYLE PHENOMENON.







## TARGET

Specialty Coffee  
Roasters

Coffee Professionals

No Coffee Oriented  
Businesses

Home

# DESIGN AND SIMPLICITY

Minimal, made in Italy and refined: PRIMA stands out not only for its pure and simple design but also because it effortlessly adapts to any environment or setting.

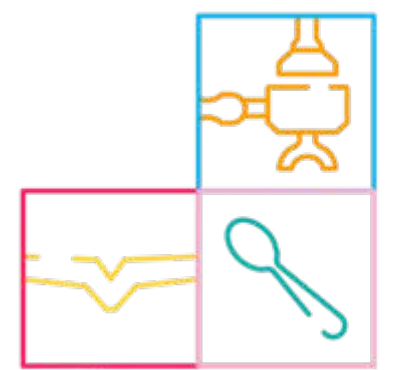
The perfect mix of design and technology substantially impacted the structure of the machine and the internal components. The result was an extremely compact object, ergonomic, slim, and elegant.

It is an object that shines under the spotlight.



# DESIGN AND PERSONALITY

With many images for a unique idea of accessible glamour like a tailored dress or fashion accessory, PRIMA is available in many colors and exclusive editions.





# SEASONAL COLORS

## CAPPELLINI COLORS

Famous architect Giulio Cappellini signed three special color versions of the PRIMA coffee machine.

The international ambassador of excellence and Italian designer used glamour and exclusive 'Cappellini colors' such as red, blue, and green for the new look



RED CAPPELLINI



BLUE CAPPELLINI



GREEN CAPPELLINI





# PHILOSOPHY: SUSTAINABLE

A MORE ACCESSIBLE AND  
ECOLOGICAL MACHINE



Be part of the mood of the coffee shop or location, balancing

FUNCTIONALITY

**simplicity for comfort**

AESTHETICS

**simplicity for pleasure**

ETHICS

**simplicity for principles**



## ENERGY OPTIMIZATION

the new engine with **NEO (New Engine Optimization)** guarantees high performance while reducing the energy consumption of the machine.

**READY IN ONLY 8 MINUTES.**

## LOW ENVIRONMENTAL IMPACT

new constructive design with less internal systems can maintain its high-performance level while reducing the environmental repercussions.



## NEW MATERIALS

The boilers are made of steel and insulated with a unique material that guarantees extreme thermal insulation, avoiding heat dispersion.

## STEAM AND WATER ELECTRONIC CONTROL

Energy efficiency is guaranteed by the electronic controller Steam-by-Wire that allows significant control of the steam dispensing along with an elevated power/speed ratio.







ONLY THE ENERGY NEEDED,  
INSTANTLY  
AND WHEN REQUESTED.

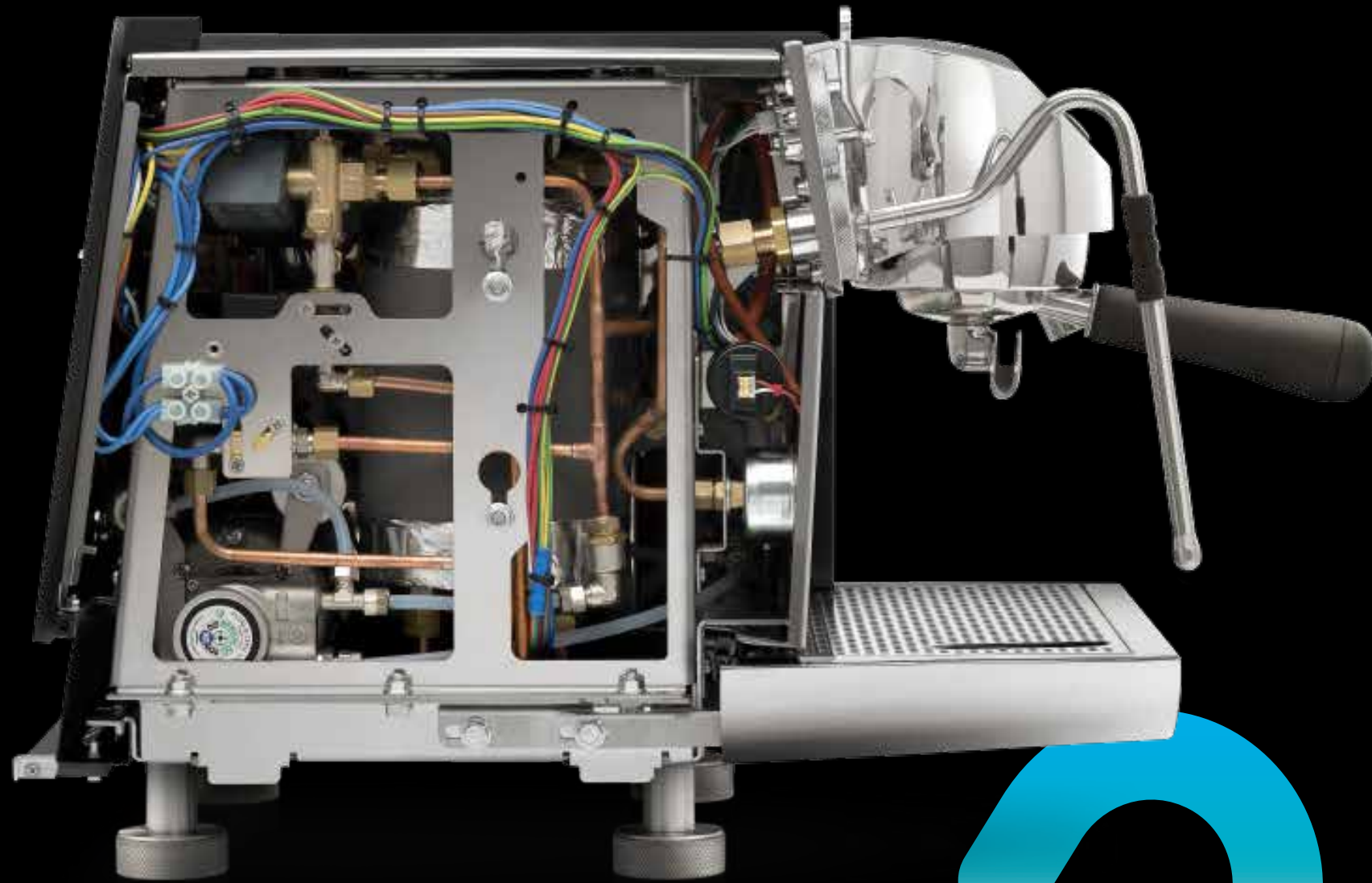
NEW ENGINE OPTIMIZATION

Z



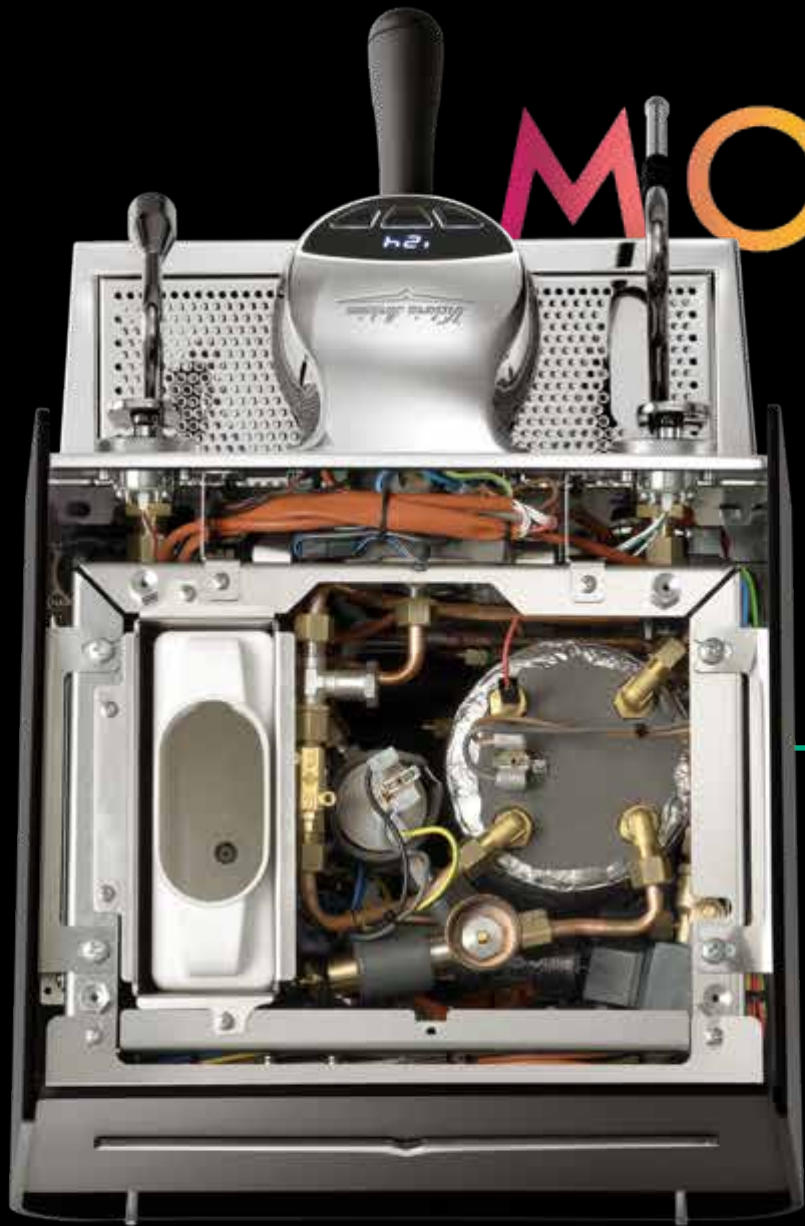
# NEO. NEW ENGINE OPTIMIZATION:

FEWER EMISSIONS, LESS ENVIRONMENTAL IMPACT



The NEO engine **OPTIMIZES THE BOILERS** and uses an instant heating system allowing only the necessary amount of water for the extraction to be heated, thus using **LESS AMOUNT OF WATER**. Productivity and performance remain constant, while **energy efficiency increases**.





LESS  
IS  
MORE



The **NEO** technology, the **thermal insulation**, and the **reduced size** of the single components help **save energy** and substantially limit the environmental impact.

- POWER: 1600W
- INSULATED STAINLESS STEEL BOILER
- BOILER CAPACITY: 1,5lt
- Range: 0,8-3 bar (2.1 bar suggested)
- REGULATION: DIGITAL PRESSURE GAUGE



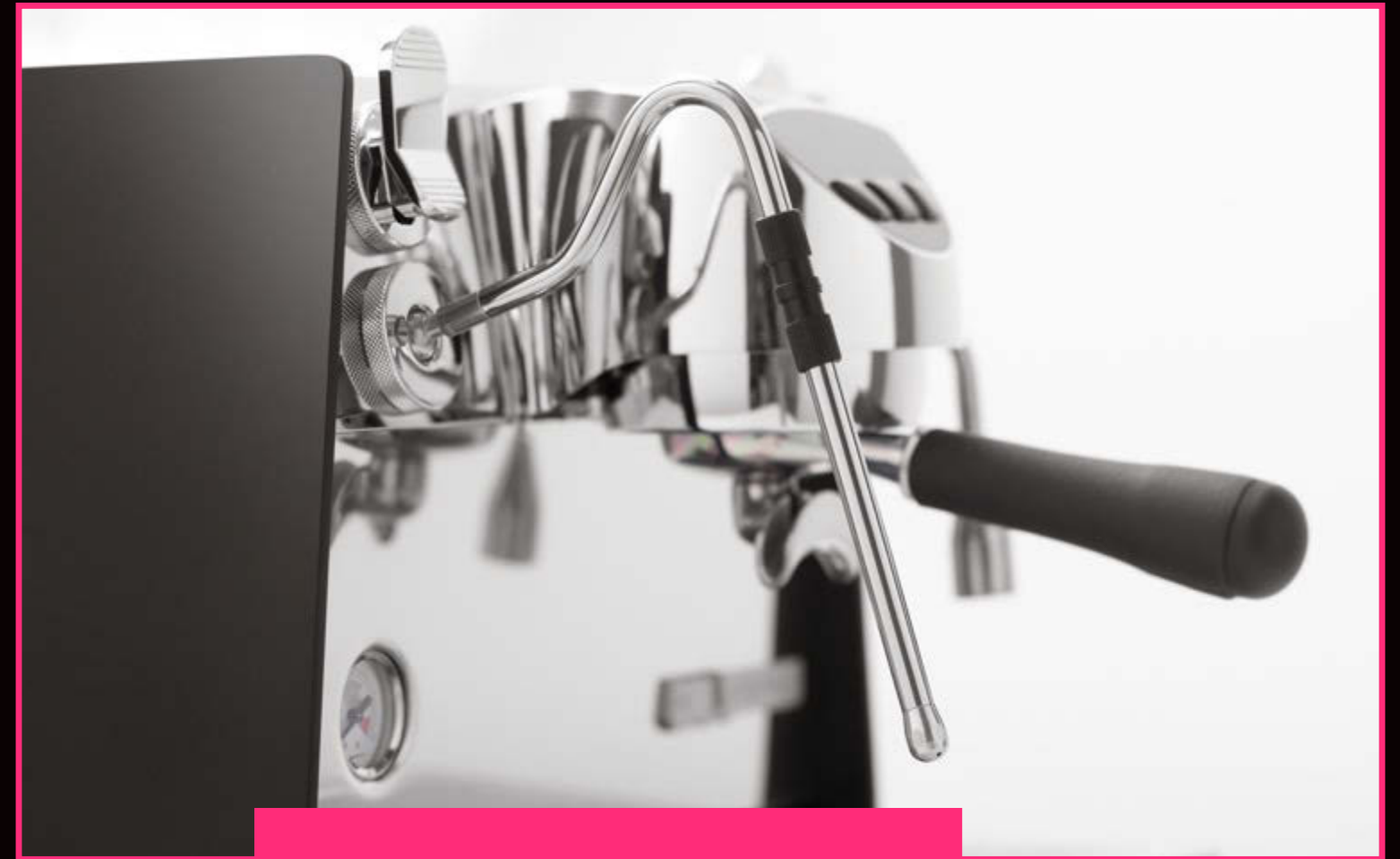




# STEAM BY WIRE

The new hydraulic system works at **higher pressure** with an elevated power/speed ratio, **resulting in superior quality in the cup**. The system guarantees an increased high-quality **dry steam** production to compose an excellent milk cream. This high productivity is a perfect match with reliable temperature stability, even if the time intervals are relatively close.

Prima is the only professional machine of its category with steam and hot water controlled **By-Wire** – an electronic control system to guarantee more dispensing precision. e per una produzione veloce



**STEAM BY WIRE:**  
Heats 250gr of milk (2 cappuccinos) in only 18 seconds.





# 2 BAR STEAM PRODUCTION

## PROBLEM

Steam quality improving (2.1 bar)

## SOLUTION

Working pressure increase

## BENEFITS

Heating high-volume milk in less time  
Dry and saturated steam for a better quality froth



# SIMPLY AND QUICK WAY TO FROTH MILK



## **MORE PRECISION**

Steam electronic control  
Ergonomic steam lever



## **EASIER TO USE**

Cool touch steam wand  
Newsteam wand design



## **EASY CLEANING**

Steam wand designated  
position





# HOW IT WORKS



**PURGE**  
Activation and deactivation of the pressure.

**OPENING**  
Activation and deactivation of the solenoid valve through pressure. Maximum time 2 minutes

**HOT WATER**  
Two settings for two different amounts of hot water

## EASYCREAM



**EASYCREAM SETTING 1**  
Final temperature  
Delay  
Air temperature

**EASYCREAM SETTING 2**  
Final temperature  
Delay  
Air temperature





# EASY CREAM

## PROBLEM

Low skilled barista that delivers many cappuccinos

## SOLUTION

Auto-Steamer with air-steam compressor, adjustable temperature probe, vortex generator nozzle

## BENEFITS

Consistent high-quality froth, flexible, able to prepare different kinds of froth, faster serving



# GROUP

BETTER QUALITY, EASIER TO USE, AND MAINTAIN



## GHOST DISPLAY

3 different programmable keys



## REINFORCED STAINLESS STEEL SHOWER

STAINLESS STEEL DIFFUSER

AUTOPURGE



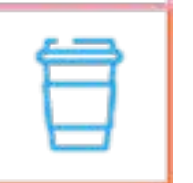
## STANDARD GROUP HEIGHT (153MM)

SPOT LED

**BETTER INTERACTION  
WITH BARISTAS  
WORKFLOW**

**EASY MAINTENANCE  
BETTER QUALITY**

**ERGONOMIC SOLUTIONS**







# AUTOPURGE

## PROBLEM

Manual purging may slow down the baristas workflow

## SOLUTION

Automatic purging

## BENEFITS

It allows the barista to focus on better customer experience and saves water



# MATERIALS

MADE IN ALUMINIUM AND STAINLESS STEEL

## STAINLESS STEEL

Front panel  
Lower back panel  
Extractable drip tray



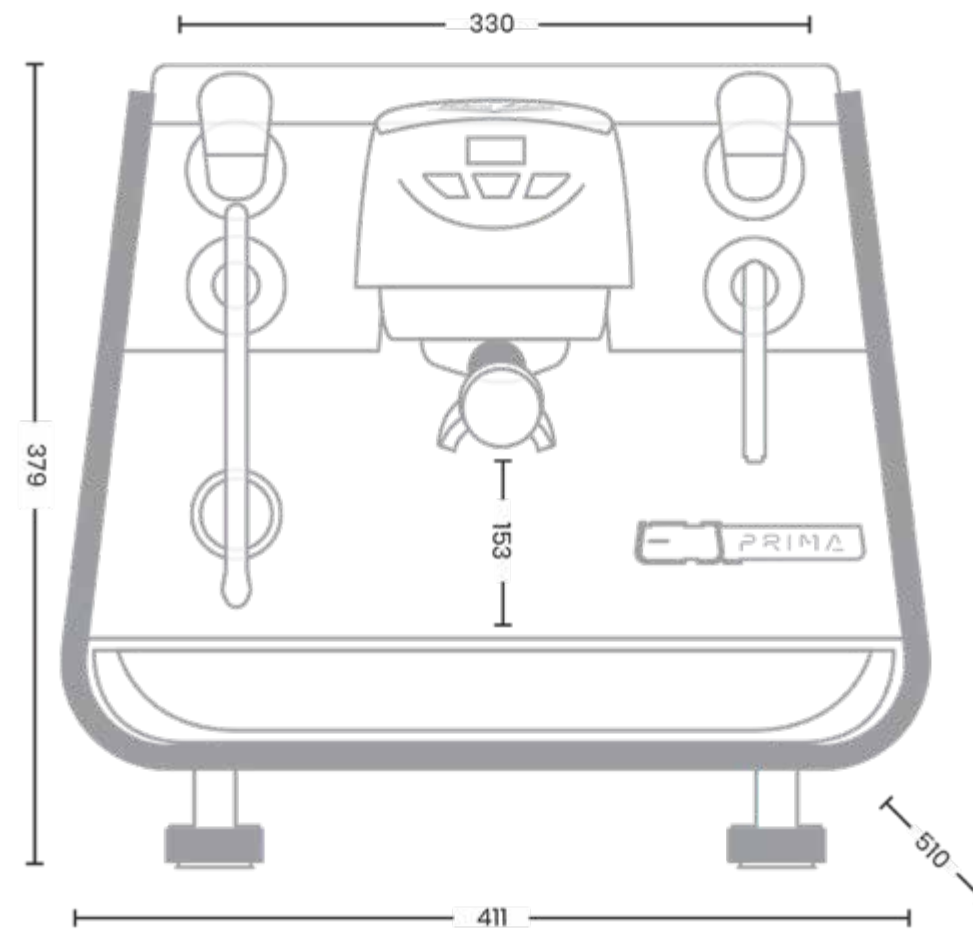
## ALUMINIUM

Profile  
Back panel  
Front side group head  
Steam wand lever  
Eagle





# DETAILS AND OPTIONALS



<b>REAR AND INTERIOR LIGHTS</b>	Included
<b>AUTOPURGE</b>	included
<b>ECONOMIZER</b>	included
<b>COOL TOUCH</b>	included
<b>BOILER INSULATION</b>	included
<b>STAINLESS STEEL FILTER HOLDER</b>	included
<b>STAINLESS STEEL PAVILLON</b>	included
<b>REINFORCED SHOWERHEAD</b>	included
<b>TANK AND DIRECT CONNECTION</b>	included
<b>LONGLIFE GROUP GASKET</b>	included
<b>EASYCREAM</b>	optional
<b>RAISED FEET</b>	optional







# COLOR COMBINATION

## STANDARD COLORS



SHINY



MATT BLACK



MATT WHITE

## SPECIAL COLORS



RED CAPPELLINI



BLUE CAPPELLINI



GREEN CAPPELLINI

**FRONT SIDE  
ALUMINIUM**

CHROME

CHROME

CHROME

CHROME

CHROME

CHROME

**ALUMINIUM SIDE PANELS**

SHINY

BLACK

WHITE

CAPPELLINI RED

CAPPELLINI BLUE

CAPPELLINI GREEN

**ALUMINIUM SUPERIOR  
BACK SIDE**

SHINY

BLACK

WHITE

CAPPELLINI RED

CAPPELLINI BLUE

CAPPELLINI GREEN

**EAGLE**

SHINY

SHINY

SHINY

SHINY

SHINY

SHINY

**ALUMINIUM SUPERIOR  
BACK SIDE**

SHINY

BLACK

WHITE

CAPPELLINI RED

CAPPELLINI BLUE

CAPPELLINI GREEN

**STAINLESS STEEL  
INFERIOR BACK SIDE**

STAINLESS STEEL

BLACK

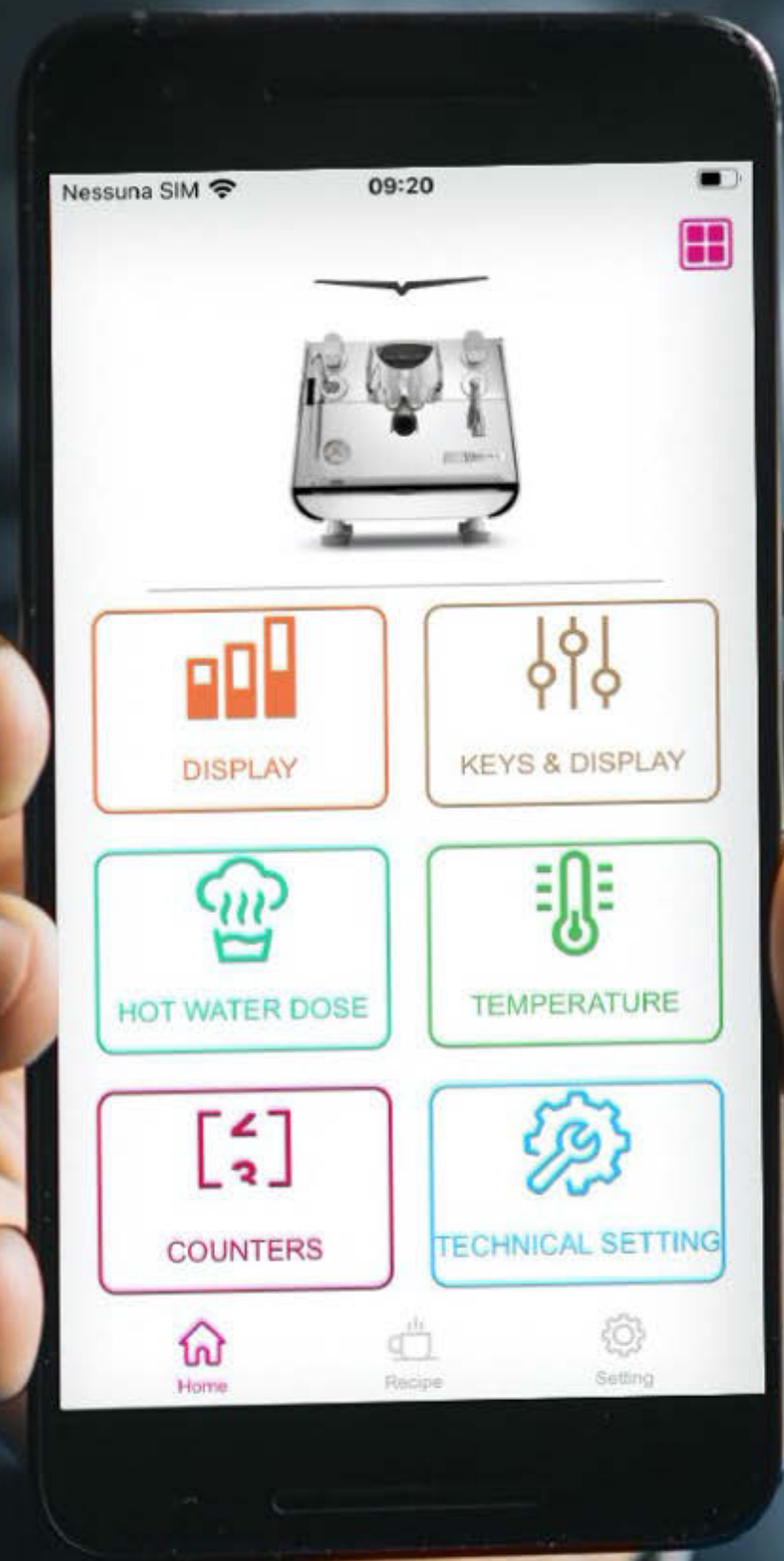
STAINLESS STEEL

STAINLESS STEEL

STAINLESS STEEL

STAINLESS STEEL





# STAY CONNECTED

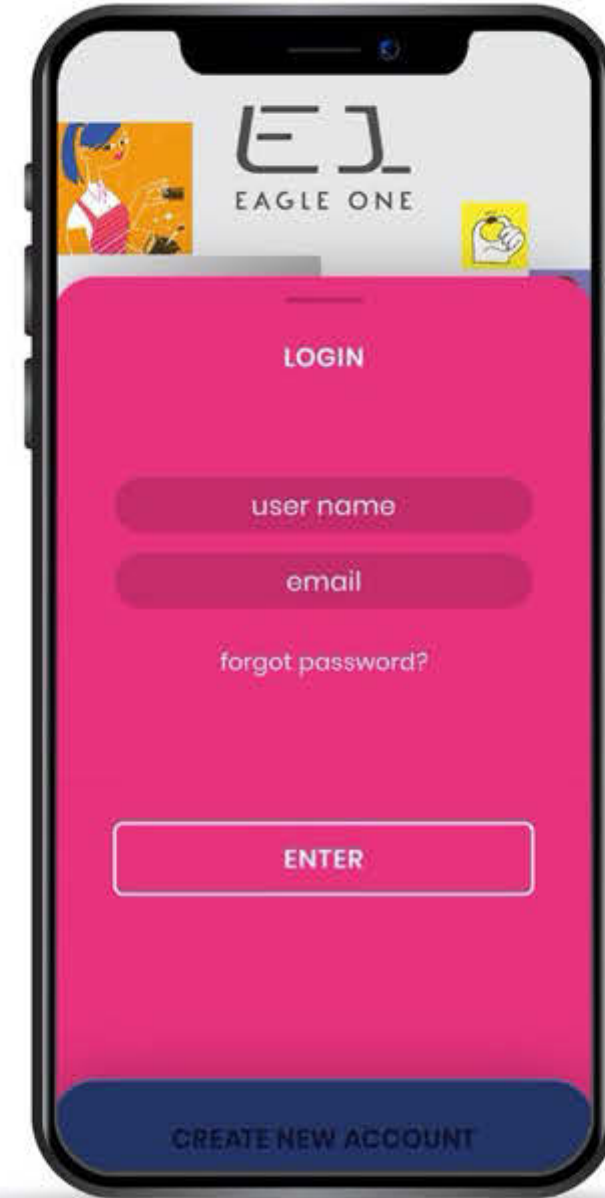
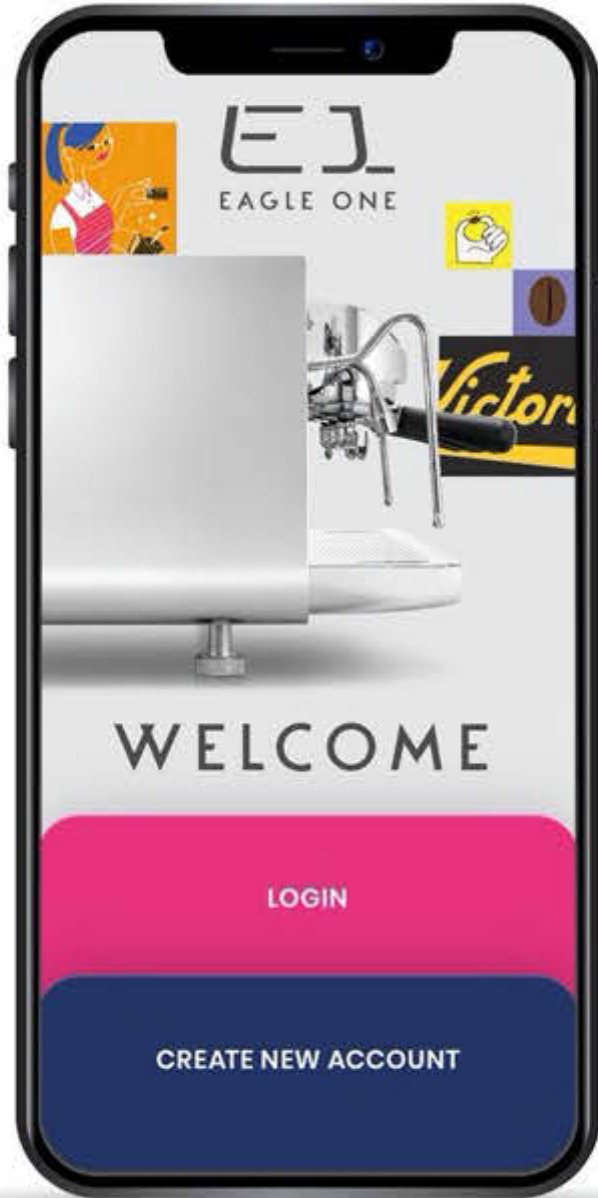
**Victoria Arduino E1 App**  
SETTINGS, USES,  
PROGRAMS: everything  
in one app



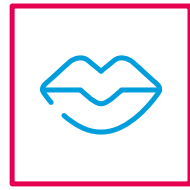


# EXPLORING THE APP

WELCOME AND LOGIN

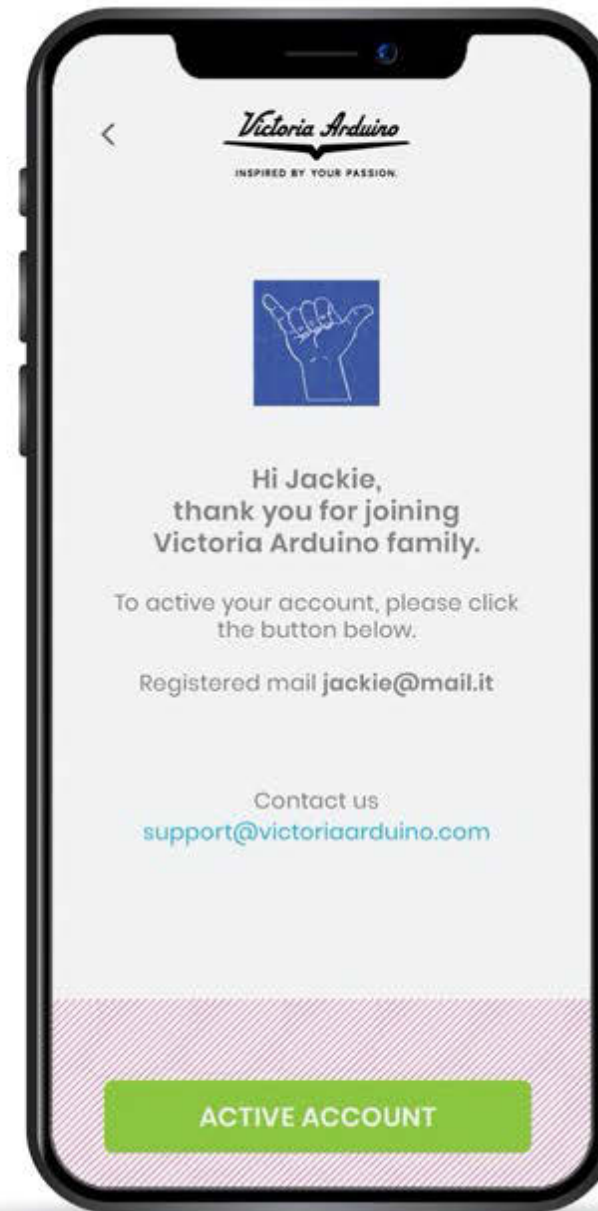
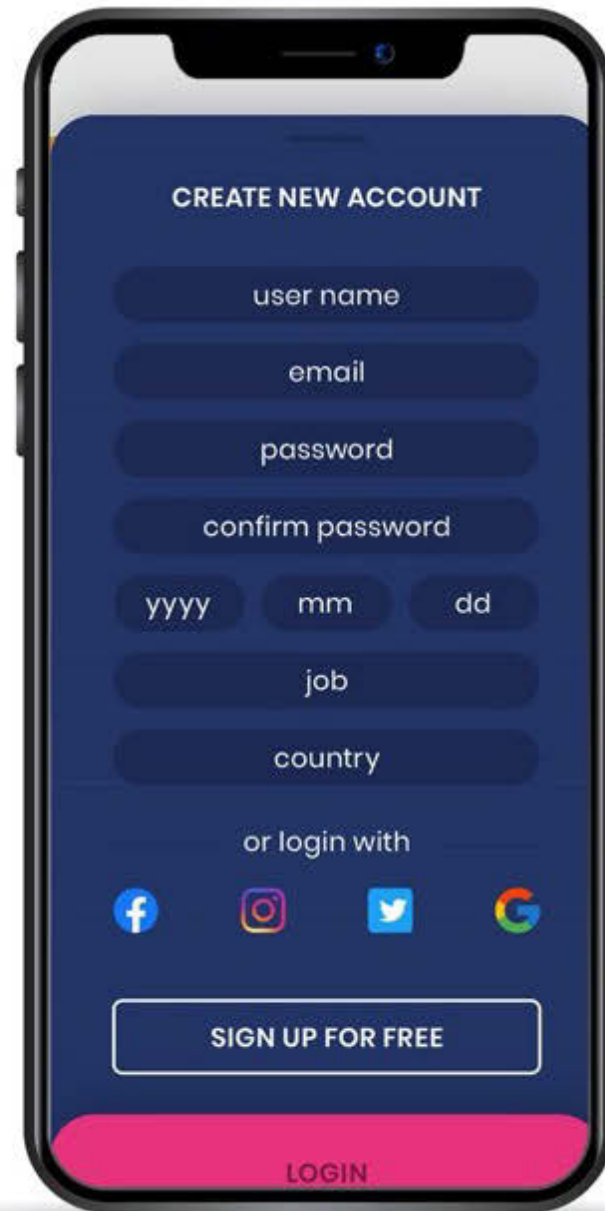






# EXPLORING THE APP

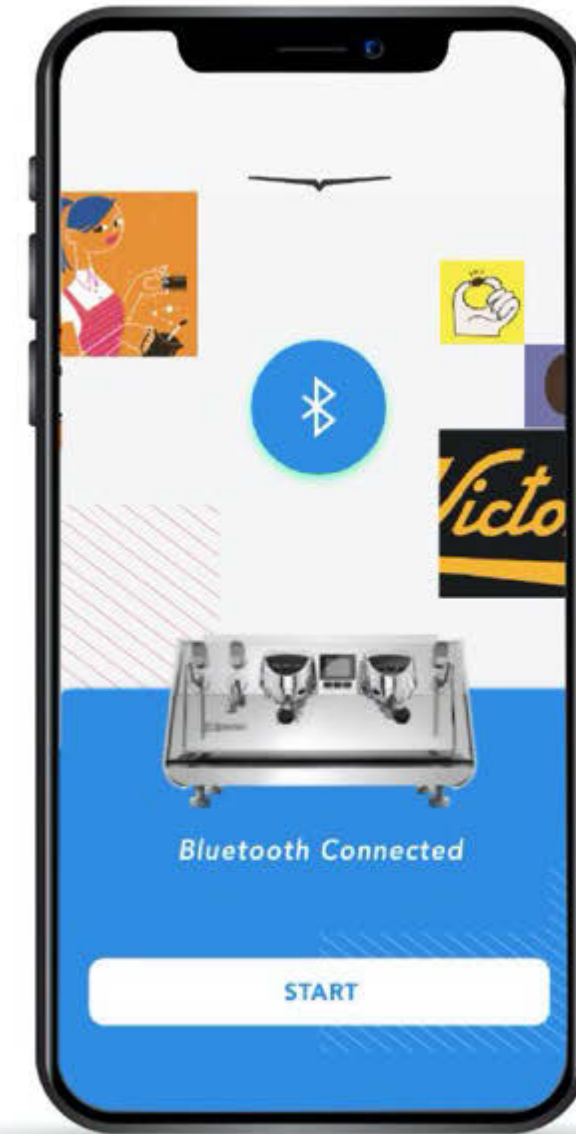
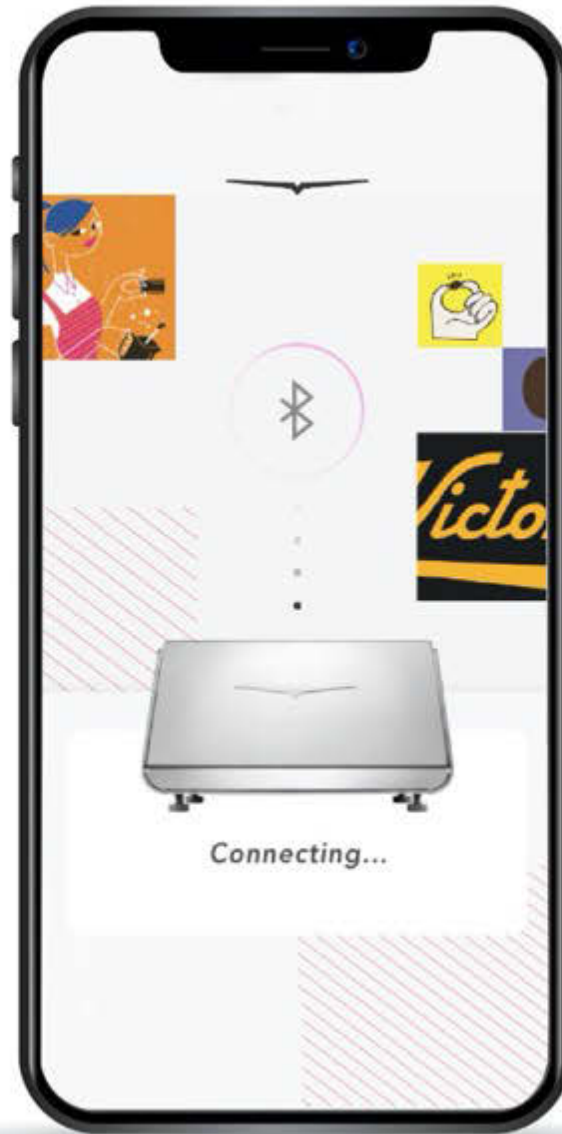
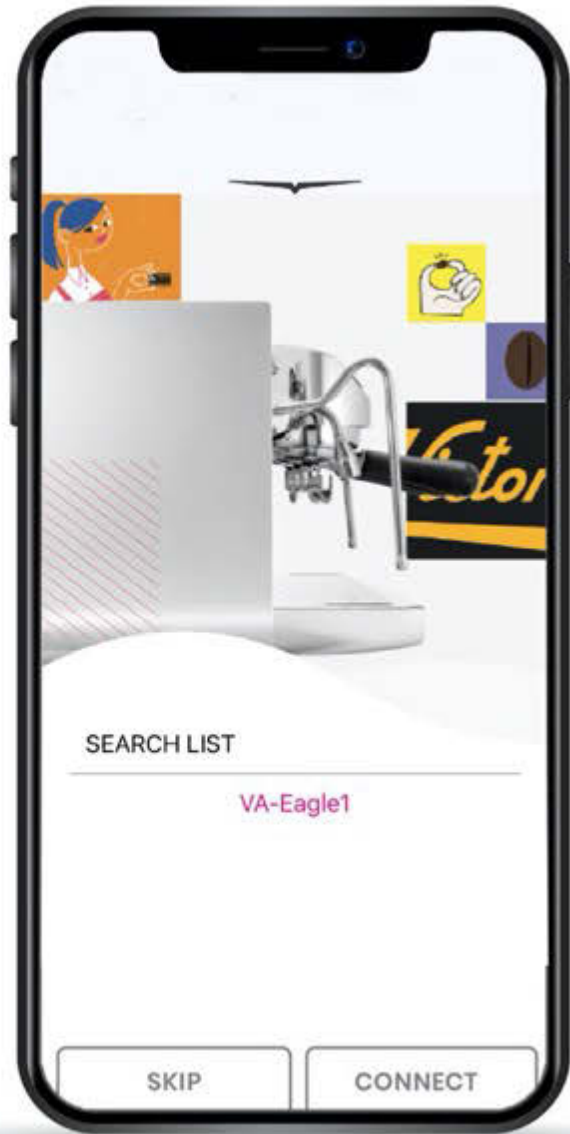
CREATE YOUR ACCOUNT





# EXPLORING THE APP

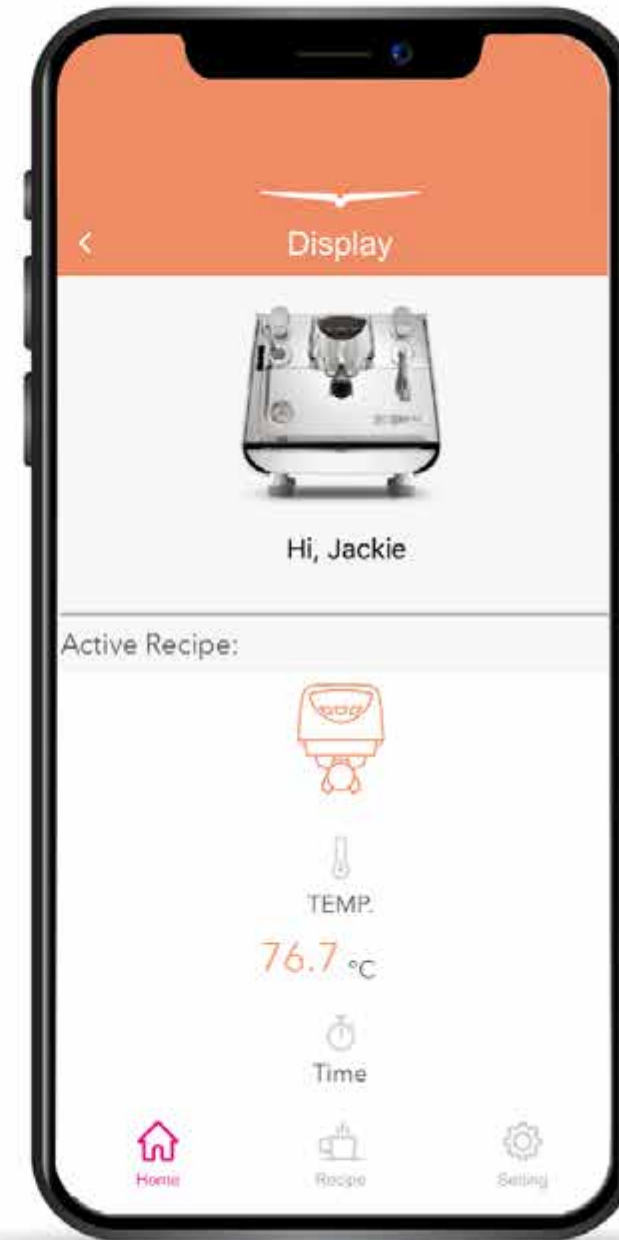
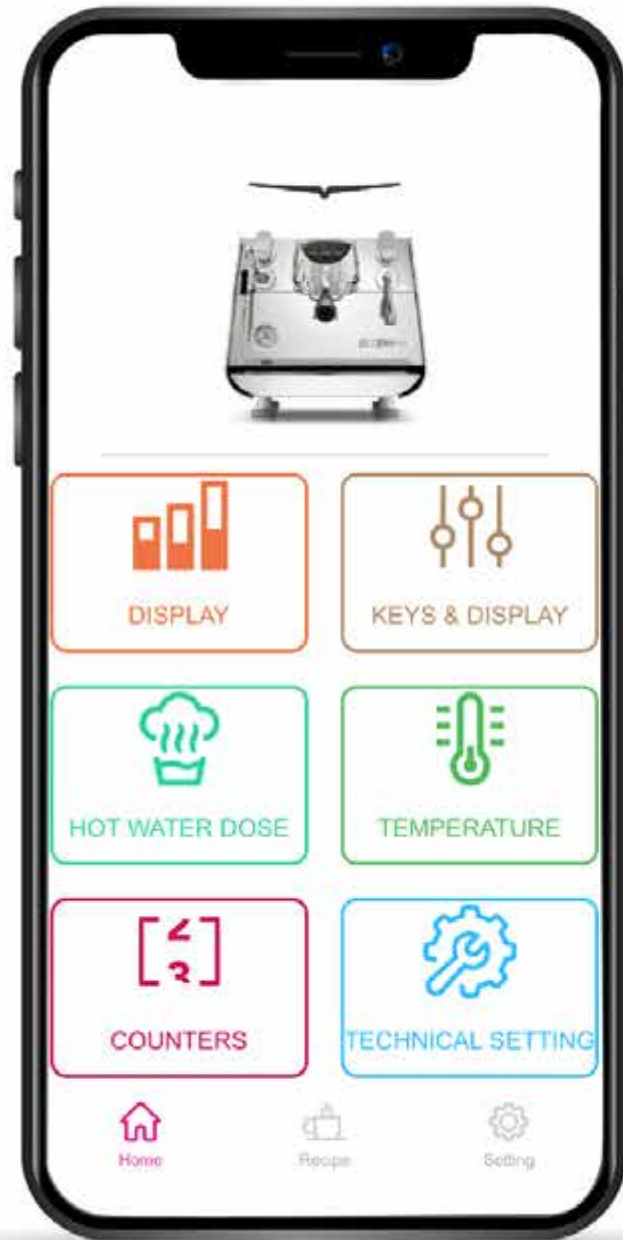
CREATE YOUR ACCOUNT





# EXPLORING THE APP

CREATE YOUR RECIPE





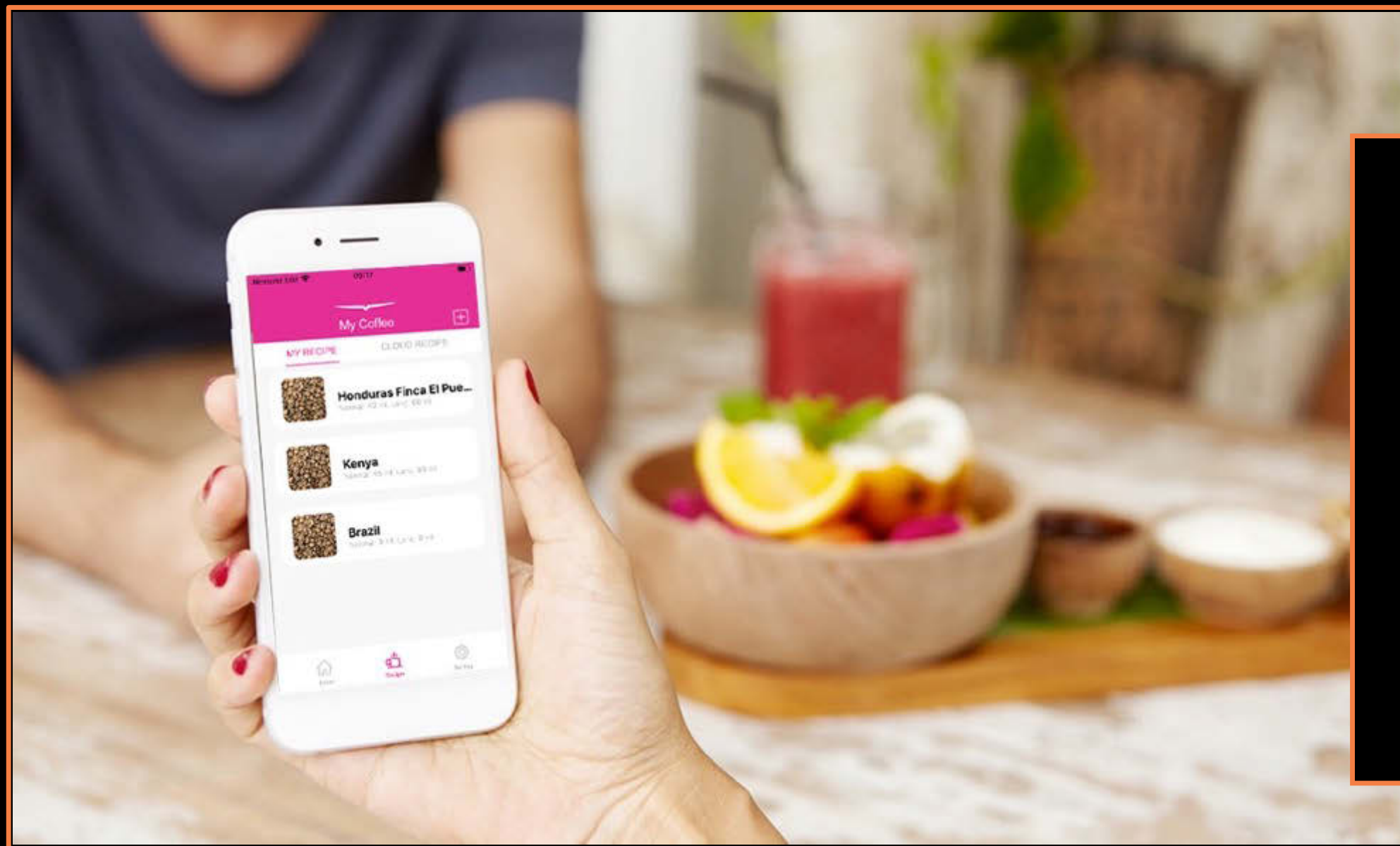


# EXPLORING THE APP

SHARE YOUR RECIPE



*Victa*



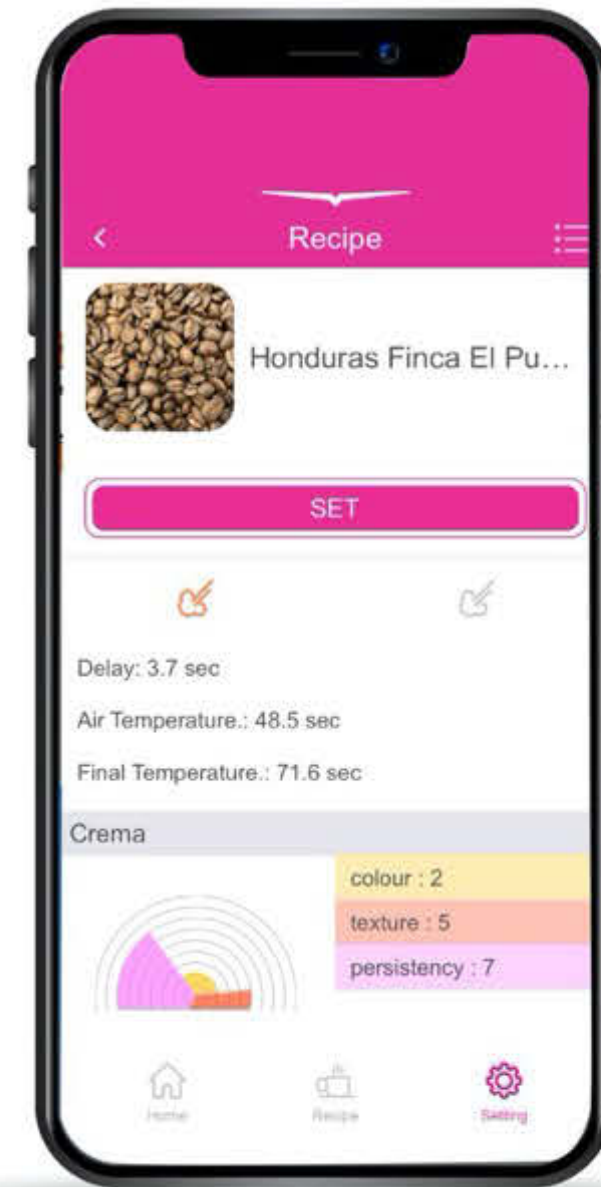
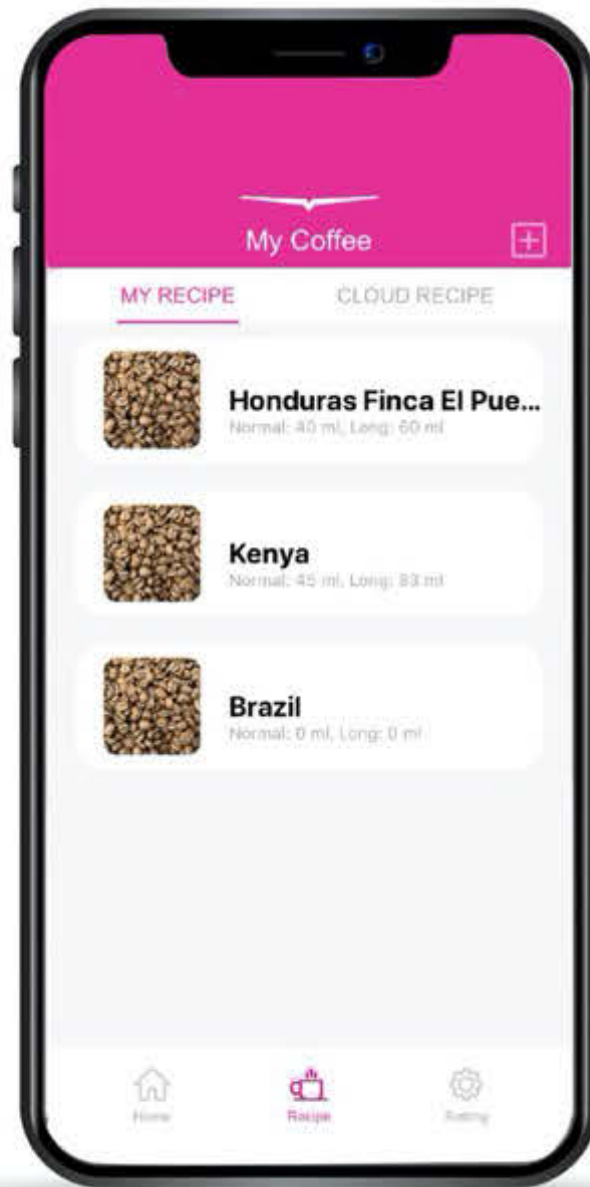
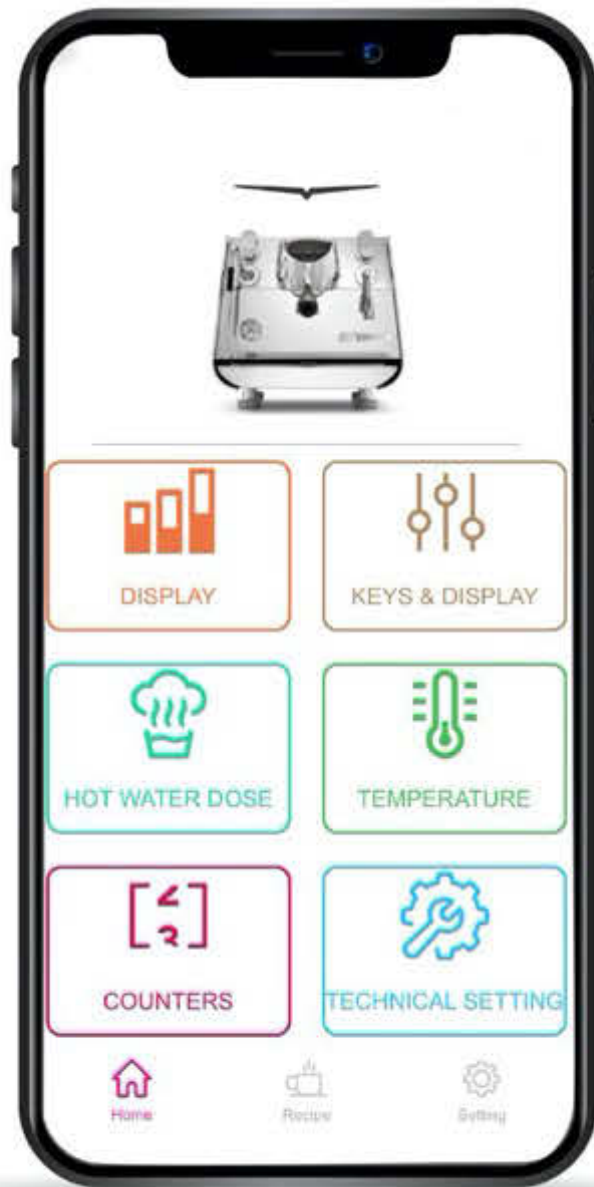
Through the app, the user can create recipes to set on their machines and share with their clients, other users, or baristas. There are also available Master recipes created by "Coffee Masters," where anyone can log in and use them.





# EXPLORING THE APP

MY COFFEE MENU

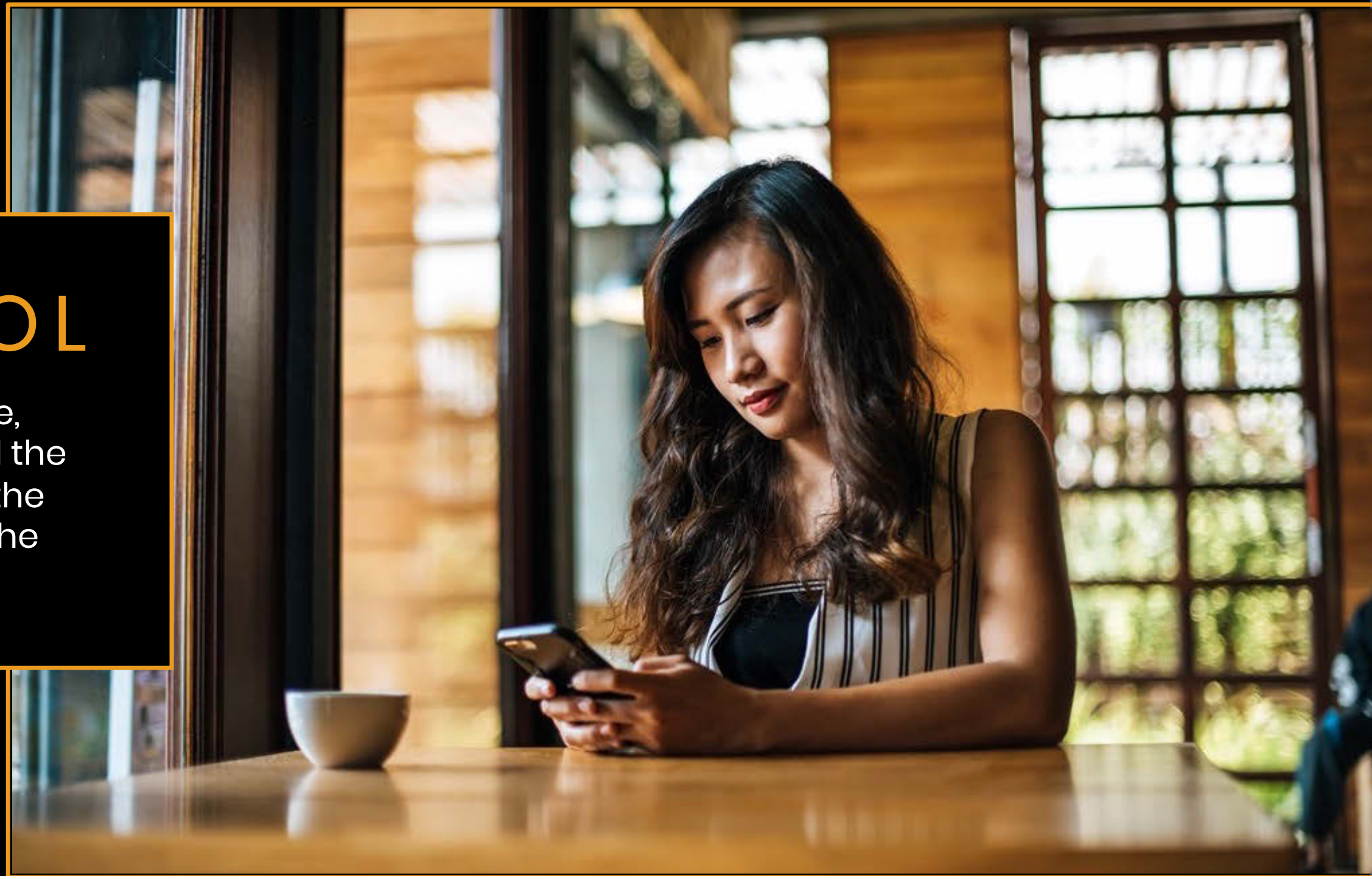




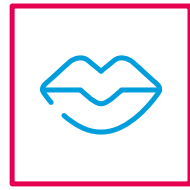


# FULL CONTROL

Other than setting the temperature, see the extraction time, doses, and the pre-wetting function, the app lets the user control the performances of the machine.

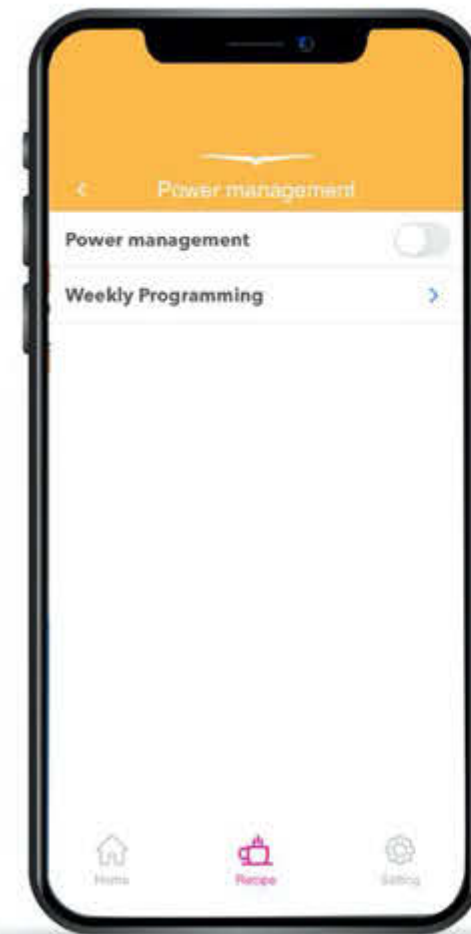
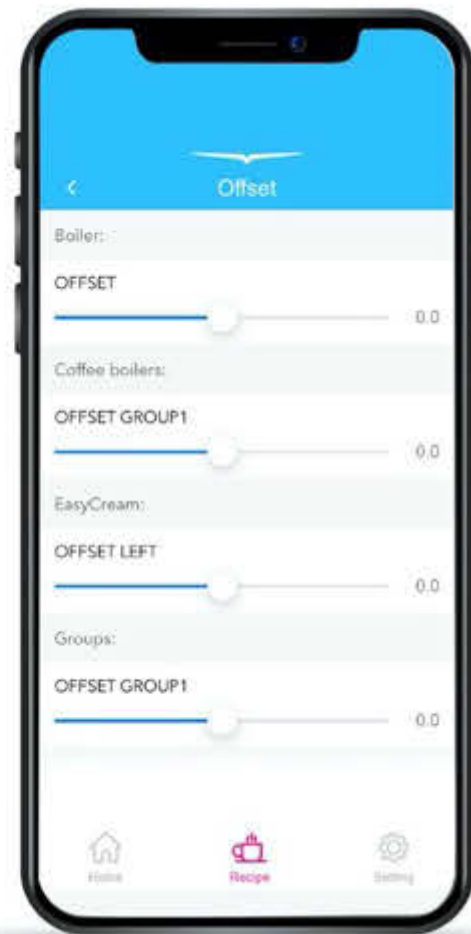
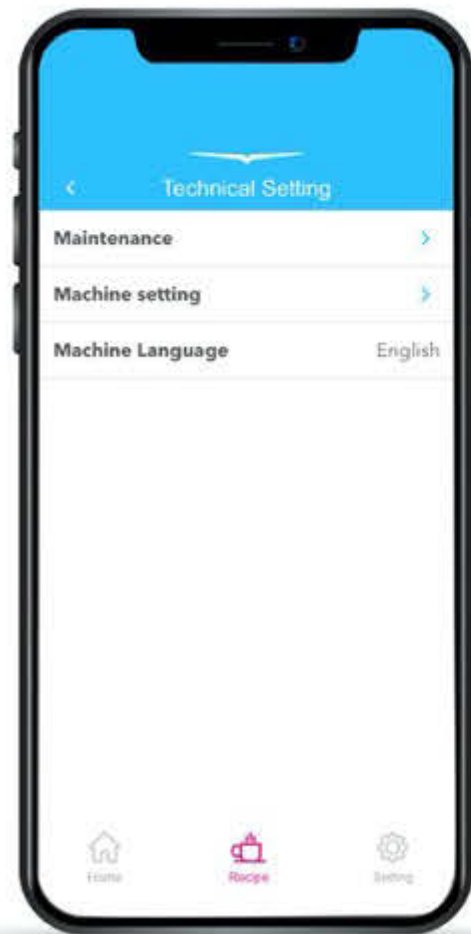


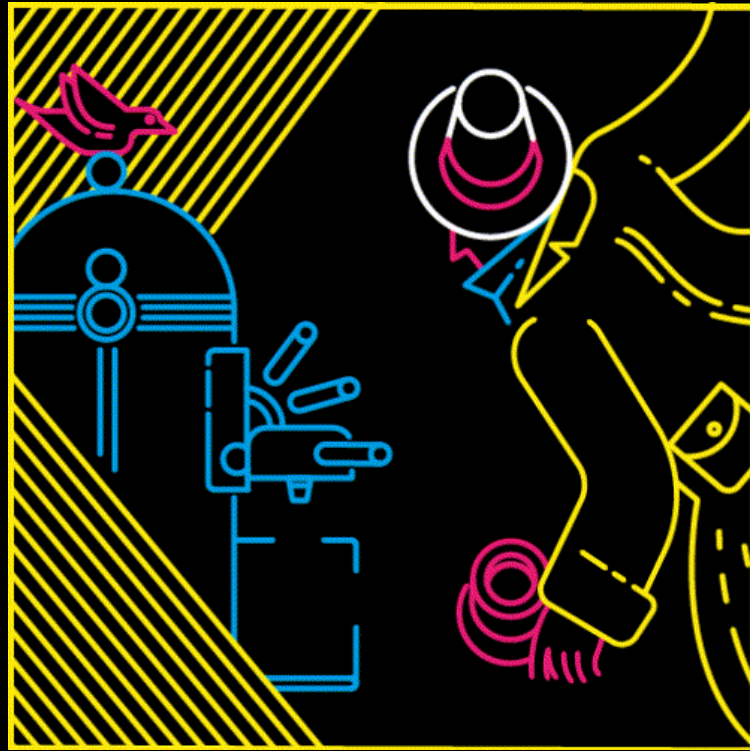




# EXPLORING THE APP

MENU





*Victoria Arduino*

INSPIRED BY YOUR PASSION.

[www.victoriaarduino.com/eagleoneprima](http://www.victoriaarduino.com/eagleoneprima)