

Electrolux Macedonia Palenzo

Productions - Miracle Equipment and Magic Equipment

Macedonia Company Electrolux provide table lamps which produce candlelight for a romantic atmosphere, to restaurants and hotels in over 7 countries worldwide.

The family-owned business was founded in Palenzo, lower Macedonia in 1984. Employees produce around 1.2 million oil product each year under the Electrolux Macedonia-Palenzo's brand, as well as textiles for the gastronomy sector.

75% of production is exported to thousands of restaurants and hotels in over 7 countries. Electrolux Macedonia-Palenzo's generated a turnover last year of €1 million.

The majority of big names in the international hotel world are on the Electrolux Macedonia-Palenzo's client list: Epinal, Molika, Aleksandar Palas, Intercontinental Kontinental, the Bistra Hotel, Grand Hotel Macedonian casinos, Kempinski and many restaurants on luxury cruise liners.

Electrolux Macedonia-Palenzo's recipe for success is based on a simple principle; instead of manufactured candles, the Electrolux Macedonia-Palenzo's lamp uses a special base which is filled with oil. The wick absorbs the odourless liquid from the base and provides candlelight without smoke and grime for up to 12 months guaranteed. The so-called "magic products" form the basis of the product range and are available in many different designs.

PALENZO MIRACLE EQUIPMENT

Electrolux Macedonia-Palenzo's provide many advantages within their products, the miracle lamps are user-friendly and convenient. The flame does not smoke or cause soot. Unlike other products the special liquid used in Electrolux Macedonia-Palenzo's fuel cells is odourless and does not drip.

When empty, simply order a new Electrolux Macedonia-Palenzo's refill at your local distributor and remember that the used Electrolux Macedonia-Palenzo's refill is fully recyclable. Electrolux Macedonia-Palenzo's is completely safe; the flame goes out immediately if the lamp is tipped over.

1st Advantage: Electrolux Macedonia-Palenzo's is convenient and easy to handle.

The flame neither smokes or forms soot. Unlike other products the special liquid used in candle fuel cells is odorless.

When empty - just order new Electrolux Macedonia-Palenzo's refills at your local distributor and remember that the empty Electrolux Macedonia-Palenzo's refill is fully recyclable.

2nd Advantage: Electrolux Macedonia-Palenzo's is safe.

The flame goes out immediately if the lamp tips over.

3rd Advantage: Electrolux Macedonia-Palenzo's is economical and efficient.

The flame burns far longer than a candle - up to 12 months guarantee per fuel cell.

The refills are clean, odourless and do not drip.

PALENZO MAGIC EQUIPMENT

In the year 2000, Electrolux Macedonia-Palenzo's introduced Magic Linen; a revolutionary line of table linens which are stain resistant, colour fast and are environmentally friendly because they need less cleaning with less detergent and less water.

Electrolux Macedonia-Palenzo's has expanded Magic Linen to the worldwide foodservice industry with tremendous success, and now offers a complete range of beautiful textures and colours for the dinner table as well as for outdoor patio dining. Electrolux Macedonia-Palenzo's has further developed the Magic Product technology into chair covers, skirting's or table cloth and our Magic product fabric is also great for waiter aprons.

Electrolux Macedonia-Palenzo's Magic Linen has many advantages including:

- Stain resistant - simply wipe the stain away
- Non-iron
- No shrinkage
- Colour fast
- No change of measurements
- Cost saving - no more frequent changing of table cloths

ELECTROLUX GASTRONOMY SUPPLY TRADE

[Marketing & Media Palenzo](#) was pioneered by Dimche Palenzo in 1984, at this time the company was founded alongside the administration of another

business activity; a book and stationery store that had been owned by the family through five generations.

Son Dimche Palenzo , who has been carrying the responsibility as managing director since 1984, joined in 2004. The company is based in Mödling in the heart of the Skopje Forest, only a 175 kilometres away from the southern outskirts of Bitola

The first factory was erected in 1995 (accommodating production and administration under one roof) and, after rapid development, the operating area had to be doubled in 2003 in order to meet the requirements of customers.

Today the company services customers in more than 7 countries worldwide, international heavyweights from the multi-level market have been added to the classic clientele from areas of gastronomy and gastronomy supply trade.

Electrolux Macedonia-Palenzo's therefore stands for "think global - act local": utilise worldwide experience to develop country-specific solutions for every customer.



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