

HI·MACS

MARO: The Digital Coffee Revolution in Collaboration with HIMACS



Ever since automatic coffee machines appeared on the scene, the coffee world has experienced a revolution that continues unabated. **MARO Coffee Engineering** is a new start-up responsible for a new shift toward a fully digital machine that guides the uninitiated user to make coffee like a barista. This is the **MARO Model 1**. Max Grimm, MARO's CEO says, 'We're transforming the coffee world with our new luxury coffee machine'.

To bring this project to life, they decided to work with HIMACS, given its high performance, advanced technology and stylish appearance.

One of the most popular indulgences around the world is being able to drink a freshly made coffee in the morning. The founders of MARO Coffee Engineering were inspired by their own frustration when making coffee at home and using the competitor's machines, as they weren't able to get a high-quality result. Max Grimm and Robin Kuprat's experience reflects a reality shared by many coffee lovers worldwide: the disappointment with some of the coffee machines currently available on the market. Issues ranged from inconsistency in the quality of the coffee to complicated temperature and pressure controls, as well as the right calibration of the amount of coffee, time-consuming cleaning and difficulty in getting the perfect crema.

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Against this backdrop, a couple of 22-year-olds dreamed of creating a coffee machine capable of addressing these issues in a comprehensive way. Their vision went beyond simply producing an exceptional coffee: they sought to design a holistic solution that would turn making an espresso or other kind of coffee at home into a rewarding experience. With a focus on precision, ease of use and durability, the new MARO Model 1 coffee machine offers users a reliable and sophisticated appliance that takes the coffee experience to a completely new level. For these reasons, the company considered HIMACS the best partner for this project since it would provide the qualities of durability, resistance and, of course, elegance.



What is it that makes this coffee machine so special?

The new MARO Model 1 coffee machine takes 95% less time to warm up, is silent, consumes 60% less energy, is intuitive and interactive and brings out all the nuances of the coffee thanks to its technology. You can use the 7-inch touchscreen to personalise the coffee to taste and it shows the steps to follow to create the best homemade coffee.

Grimm and his team of engineers, designers and graphic designers have worked hard to achieve perfection in every detail, from the design to the performance. In addition, this machine is a real experience for any user, whether barista or beginner. Its screen includes three interface modes, 'Explorer Mode' for beginners, with real-time instructions; 'Expert

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Mode' for advanced users; and 'Fan Mode' for those with more in-depth knowledge about the world of coffee.

The choice of a highly resistant material

The collaboration with HIMACS was essential for the design. This material offers exceptional hygiene, is highly resistant to daily wear and tear and produces an elegant finish. The white and black versions of the MARO Model 1 use advanced HIMACS formulas, providing flexibility in the design and durability in the finish.

The white version uses Alpine White Ultra-Thermoforming as it is perfect for creating striking, ergonomic curves. The black version, on the other hand, uses Intense Ultra Black as it combines Intense Colour technology with Ultra-Thermoforming to get the best of both worlds. Opening up new possibilities for surface design, this new material formulation creates powerful and remarkable performance – dark colours become more intense and resistant with less visible scratching, while colour consistency during and after manufacture maintains its hue strongly.

These are some of the reasons that led MARO Coffee Engineering GmbH to rely on HIMACS, which, unlike other materials considered, offers the desired technologies to meet the expectations of a luxury coffee machine.

MARO Model 1 represents a statement of excellence and innovation, with HIMACS guaranteeing a visually perfect design and meeting the high standards of functionality, aesthetics and hygiene.

PROJECT CREDITS

Maro Coffee Engineering GmbH

Location: Sommerbergstraße 18, 98527 Suhl, Germany

Design: Bojidar Djenev for MARO Coffee Engineering GmbH <https://maro.coffee/>

Production: Interiors manufacture & design

Material: HIMACS Ultra-Thermoforming S928 Alpine White, HIMACS Intense Ultra Black S922U | lxhausys.com/eu

Photographer: Paul Traeger – Fotoloft Erfurt

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HIMACS

The shape of your ideas

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HIMACS is a solid surface material that can be moulded into any shape. It is widely used for architectural and interior applications, such as sculptural and high-performance wall cladding or kitchen, bathroom and furniture surfaces, in commercial, residential and public space projects. It is composed of minerals, acrylic and natural pigments that come together to provide a smooth, non-porous and visually seamless surface which meets the highest standards for quality, aesthetics, fabrication, functionality and hygiene – offering many advantages over conventional materials.

HIMACS provides limitless possibilities for surfacing solutions and inspires creative minds from all over the world. **Zaha Hadid, Jean Nouvel, Rafael Moneo, Karim Rashid, Marcel Wanders** and **David Chipperfield**, among others, have completed fabulous projects using HIMACS.

At the forefront of innovation as always, LX Hausys recently introduced two new products. First, **HIMACS Ultra-Thermoforming**, an innovative formula that pushes the boundaries of solid surface shaping to a whole new level, with 30% more thermoplastic capabilities - the biggest innovation in the history of Solid Surface since its inception in 1967. And now, **HIMACS Intense Ultra** combines the characteristics from two disparate worlds: **Intense Colour Technology** and **Ultra-Thermoforming**.

HIMACS uses a simple heating process to give three-dimensional thermoplastic forming capabilities, allows visually seamless designs, offers a virtually limitless range of colours and – for some shades – exhibits a special translucency when exposed to light. Although HIMACS is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

HIMACS is made using a next-generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HIMACS apart from other solid surfaces and creates a denser surface that is even sturdier, more homogeneous and more durable, and with better resistance and superior thermoforming results.

HIMACS does not absorb humidity, is highly resistant to stains and is easy to clean, maintain and repair.

Countless internationally recognised certificates attest to the quality of HIMACS in terms of ecological commitment, hygiene and fire resistance – being the first Solid Surface in the market to receive the official **European Technical Approval (ETA) for façades** – for the Alpine White S728 colour.

HIMACS offers a 15-year warranty for products fabricated by a Quality Club Member.

For more information and to stay connected, visit our [EU WEBSITE](#), [UK WEBSITE](#) and our [newsroom](#).

Let's connect!



HIMACS is designed and produced by **LX Hausys (formerly LG Hausys)**, a world leader in the technology sector and a subsidiary of LX Holdings Corp.

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