



NORTH AMERICA
COLLECTION



YOUR
PROFESSIONAL
KITCHEN,
YOUR STYLE.



" EVERY FAMILY HAS A
SECRET AND THE SECRET
IS, THAT IT'S NOT LIKE
OTHER FAMILIES. "



(Alan Bennett)

The story of Steel is a family saga. It began in 1922 when Angelo Po, a true pioneer in the industry, started his artisanal steelworking business, crafting his first wood-fired cooking stoves. Over time, he found success with cutting-edge models designed for restaurants.

In 1999, inspired by their grandfather's legacy, the Po brothers and sisters launched a new venture. Their vision was to apply the technology and expertise gained in manufacturing professional kitchens to the domestic market.

Today, Steel not only produces a wide range of high-end steel cooking appliances with advanced functionalities but also conceptualizes ideas and implements solutions. The Steel of 2024 is the culmination of a century of passion and expertise spanning four generations, passed down from father to son.





" HOUSES ARE
BUILT TO LIVE IN,
AND NOT
TO LOOK ON... "

(Francis Bacon)

Our family, our jobs, and the everyday hustle and bustle bring us satisfaction—but can also be exhausting. Our homes reflect our lifestyle: from details to décor, everything must be practical. Today's kitchens are not secluded; they are part of the living area. Cooking is a significant moment to share. We talk, listen, and plan projects while we cook. All our senses are engaged, alongside our creativity!



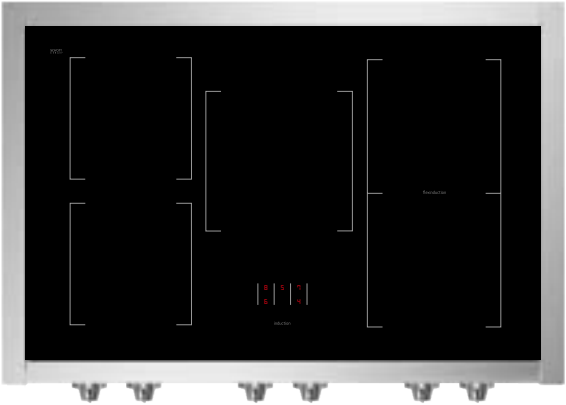
“CREATIVITY IS
INTELLIGENCE
HAVING FUN.”

(Albert Einstein)

Combining a professional chef-like experience in the kitchen with the desire for safe, well-designed, and durable cooking appliances. When technology meets reliability, it enables the interpretation and fulfillment of desires. High-efficiency burners enable precise cooking at high temperatures, barbecue griddles for grilling enthusiasts, cast iron frytops for perfect preparation of fish and vegetables, robust stainless steel Teppanyaki plates for Japanese-style cooking, and induction hobs for those seeking an easy, efficient, and safe cooking method.



INDUCTION COOKING



Besides traditional circular hob zones, the new Steel induction cooktops feature a rectangular zone with flex induction, which automatically detects the shape and size of the cookware used and adjusts the heated zones accordingly. Frontal control knobs allow maximum utilization of the cooking zones.



Induction cooking takes less time because the pan heats up quicker. Electromagnetic activity in the cooktop triggers electromagnetic activity in the pan, causing the pan itself to heat up. The pan is the source of the heat. With fewer steps involved in heating the cookware, it takes less time for the heat to reach the food (on average, 25% to 50% less time).



A gas flame releases a lot of heat around the pan, and an electric burner emits radiant heat anywhere it is not in direct, firm contact with the pan. With induction, heat is generated within the pan itself, so more of that heat reaches the food, and less of it warms up your kitchen. This results in increased energy efficiency.



Since an induction cooktop seldom gets very hot, food doesn't burn onto it. This means that a splatter, spill, or pasta-sauce pop only requires a quick swipe with a sponge.



No flame means no grease fires, and no gas means no gas leaks. An induction hob typically doesn't get very hot since the heat is generated in the pan itself. This makes it less likely for the cooktop to cause burns because the pan cools down as soon as you turn off the heat.



Induction cooktops are as responsive as gas but offer more settings. This allows for much more precise control of the heat for any kind of cooking.



Steel combi-steam ovens—once the privilege of professional high-profile chefs—make every dish just a tad more delicious. The steam generator allows for constant, 100% steam saturation of the entire oven space, ensuring that the natural textures, colors, and flavors of the food are retained, along with more nutrients and vitamins.



A new construction of the oven allows its interior to be comfortably cleaned in the dishwasher. The generator cover, side and back panels, as well as the shelf runners, can be easily disassembled and reassembled after cleaning.

As a self-cleaning option, you can continue to run the steam function for a few minutes after cooking to soften the grime in the oven. Once complete, wipe out the moisture and food residues with a soft cloth.

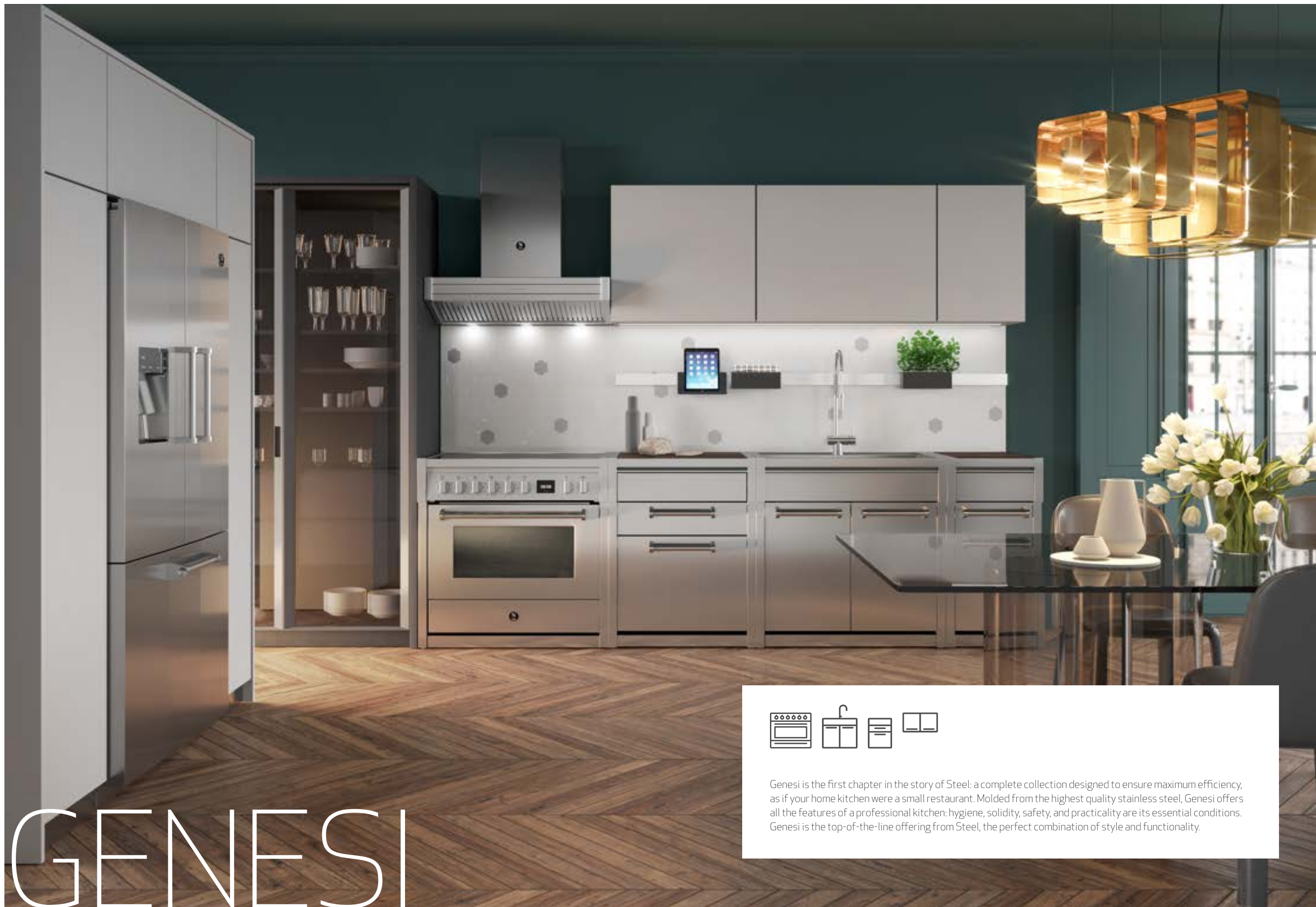
Choosing a combi-steam oven means cooking as you always have—just with better results.

"COLOR IS A POWER,
WHICH DIRECTLY
INFLUENCES THE SOUL."

(Wassily Kandinsky)

Warm, cold, neutral, glossy, matte: colors combined with shapes
give character to environments. They set the mood and change
the perception of spaces, making them more comfortable and
livelier.





GENESI



Genesi is the first chapter in the story of Steel: a complete collection designed to ensure maximum efficiency, as if your home kitchen were a small restaurant. Molded from the highest quality stainless steel, Genesi offers all the features of a professional kitchen: hygiene, solidity, safety, and practicality are its essential conditions. Genesi is the top-of-the-line offering from Steel, the perfect combination of style and functionality.

Example of Genesi kitchen layout including Genesi range 36 in with induction hob - GQY9S-5FI / Genesi worktable unit with cabinet 28 in - GQ9C-P and chopping board in HPL oak SA-HPL 7 / Genesi sink unit with cabinet 36 in - GQ9S-LIG / Genesi wall unit 18 in - GQ4C-P



1. Genesis door handle in metal (detail)
2. Genesis control knob in metal (detail)
3. Pizza stone with stainless steel frame (on demand) and a non-stick linen-embossed stainless steel tray







" IN THE KITCHEN IT WORKS LIKE IN THE MOST BEAUTIFUL WORKS OF ART: YOU DON'T KNOW ANYTHING ABOUT A DISH AS LONG AS YOU IGNORE THE INTENTION THAT GAVE RISE TO IT."

(Daniel Pennac)

The new electronic programmer, standard on Genesi and Ascot ranges, allows you to set the exact cooking temperature, schedule the start time, duration, and amount of energy used for cooking. It includes a long list of pre-set recipes and offers an Eco mode to minimize oven energy consumption. In short, it's a true sous-chef at your service for all your culinary creations.

Genesi range 48 in, hybrid cooktop (mega wok burner and electric dual-zone cast iron grill) - GQY125F-4BM



"DETAILS MAKE
PERFECTION,
AND PERFECTION
IS NOT A DETAIL."

(Leonardo da Vinci)

The powerful brass burners reduce heat loss from the flames with up to three times the efficiency of standard aluminum burners. The continuous, scratch-resistant enameled cast iron grates allow you to move pots, pans, and accessories from one burner to another without lifting them. The cooktop is molded in a single piece: no mounting screws will impede its perfect cleaning and sealing.





To customize your kitchen means to establish the order of things. Steel modular system are meant to meet every single need in terms of space and comfort. Appliances, accessories and storage units are the intersection of functionality, aesthetics and ergonomics: whatever the need, Steel has the solution.

"TASTE IS THE COMMON SENSE OF GENIUS."

(Victor Hugo)

The Combi-Steam ovens come fully equipped as standard: professional oven racks, enameled baking tray, stainless steel baking tray, telescopic guides for safe extraction, trivet for roasting, food probe for core cooking, and removable side panels for dishwasher cleaning.

Additionally, there is a long list of other accessories to customize the oven according to your cooking habits, such as a steam cooking rack, refractory stone with stainless steel frame, and a pizza peel.

The soft-close and soft-open door system, anti-tip mechanism, and the triple shatterproof glass oven door meet the highest safety standards in the category.



The enhanced lighting inside the oven chamber makes the interior perfectly visible even with the door closed. This allows you to check the cooking status without opening the door, preventing heat and energy loss and avoiding delays in rising.

The patented **INVENT®** system with dual counter-rotating fans distributes heat evenly throughout the entire oven cavity, not only vertically across different levels but also horizontally on each level, allowing for impeccably uniform cooking. The oven door can remain sealed for the entire cooking time, as there is no need to rotate the tray halfway through.





ASCOT



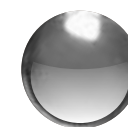
The Ascot collection is designed to meet the tastes of those who want to live in an elegant environment, a modern reinterpretation—in both form and color—of that British Country style that evokes the scent of tea and apple pie. A line of ranges and modular elements that ensures semi-professional performance in a traditional “dress”, capable of taking us back in time.



Knob of the Ascot series in chrome finish (detail)

"COLOR POSSESSES ME.
I DON'T HAVE TO
PURSUE IT."

(Paul Klee)



chrome



nickel



brass



bronze



Ascot range 36 in with gas cooktop in anthracite color, nickel finish -
AQY9S-6W



Ascot range 48 in, hybrid cooktop with gas burners and electric dual-zone cast iron frytop, in anthracite color, nickel finish - AQY125F-4TM



Ascot range 40 in, gas cooktop with mega wok-burner, in glossy black color, brass finishes - AQY105F-4M



" ONE CANNOT THINK WELL,
LOVE WELL,
SLEEP WELL IF ONE
HAS NOT DINED WELL. "

(Virginia Wolf)



Ascot range 40 in. gas cooktop with mega wok-burner and triple oven with stainless steel blind doors (combi-steam main oven, upper pizza oven and static side oven)
stainless steel color with chrome finishes - AQY10SFFF-4M



Ascot range 48 in. hybrid cooktop with gas burners and electric dual-zone cast iron frytop, in stainless steel color and chrome finishes - AQY12SF-6T

" TO BE HAPPY AT HOME IS
THE ULTIMATE RESULT OF ALL
AMBITION. "

(Samuel Johnson)

When the family gathers at home, the kitchen becomes a sacred place, and dining a ritual to celebrate together. Cooking becomes a creative masterpiece requiring specific techniques and a perfectly functioning workspace. When 4 burners aren't enough, how about a 6-burner range? All Genesi and Ascot ranges can be equipped with a barbecue griddle or fry-top plate. As for the ovens, you can choose among single, double, or triple Combi-Steam and multifunction oven models. Steel creates the perfect range to serve a perfectly laid table.





PIZZA

BUILT-IN

Everyone has their own cooking system; Steel pizza oven, with a refractory stone base, is designed for direct-contact cooking, just like in a pizzeria. It can be also used to bake bread and pastry products, and reaches 550 °F to cook a perfect italian pizza in 4 minutes.





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