



company profile

ETI projects and manufactures hairdryers for professional use since 1979, strictly in Italy.

Our products are studied with extreme care from an internal team, and achieved, with the support of last generation machineries, from people, who, with great passion and enthusiasm, turn manual skills into advanced workmanship.

ETI develops technologically advanced products through daily tests and a flexibility possible only through the constant communication between offices and production department.

Starting from the raw materials we are able to trace every segment of the production process, to check it, to customize it and also to certify the quality of every single component.

The Italian style, the range of groundbreaking solutions and a dedicated customer care service are the answer to the needs of many customers who appreciate us all over the world.



video corporate



nineties

ETI stands out as national leader of the **private labeling**, collaborating with the most famous brands of the period. From 1993 the company concentrated on **creating innovative products**, focused to maintain the safety and high technology requirements of the professional market and taking care to constantly satisfy its demands.

2000

In time, ETI evolved and became independent as an integrated company, creating an ever increasing productive force thanks to **the birth of a well-structured number of departments**, which, from the planning to the mould, contributed to the realization of products which are even more modern and reliable.

1979

Founded in 1979 as an electrical engineering company, ETI has quickly established itself as synonymous of **quality, technology and innovation**.

ETI introduces **Turbodryer**, one of the first hairdryers equipped with a universal brushes motor, which extraordinarily reduced the hair drying time. From 1979 up to today over 6 million pieces have been produced.

eighties

ETI launches as world-wide preview the **first professional hairdryer in a transparent colour**. An idea that immediately met the stylists approval and which was soon replicated for other types of products (one on all, the personal computer).

1994

Working constantly on the materials' selection, keeping an eye on their **ecological compatibility**, ETI keeps on introducing appliances even more **powerful and light**, giving them valued shapes and colours, with the elegance which makes the Made in Italy products appreciated all over the world.

2014 >

top line

ETI Stratos 390
PICO Stratos 3900
NANO Stratos 3700
MICRO Stratos 3600
TURBO Stratos 3800



extreme line

ETI Stratos 6900
MEGA Stratos 5000
Turbo NRG
Eco Turbo 3900 XtraPower



smart line

Turbo 3400
Eco Turbo 3900 Light
Eco Turbo 3900
Turbospeed 3500
Top Power 3200



easy line

Turbodryer 3500
Turbodryer 2000
Excell 3000





every day we create
the innovation for tomorrow



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