

Valera establishes U.S. headquarters

Since 1955, Swiss company **Ligo Electric** has been producing hair care equipment, gaining its particular expertise in professional hairstyling appliances from its close relationships with the professional hairdressing community. Until now, the company has sold its products in North America through a third party. But at Cosmoprof North America, Ligo Electric is announcing the opening of its own company, **Valera USA Corp.**, based in New York City. The goal is to strengthen its presence and grow the brand in North America. Its team is seeking distributors and beauty stores, and will be exhibiting at **Cosmoprof North America in Booth 16087.**



Claudio and Flavio Soresina today lead the company founded by their parents in 1955.

Beauty Industry Report recently interviewed CEO and owner **Flavio Soresina**. We learned why this European powerhouse is establishing a new North American headquarters and discussed how distributors and beauty stores looking for a prestige brand have a new potential partner. **BIR: Welcome, Flavio. Congratulations on establishing a Valera USA Corp in North America! Tell us about that decision.**

FS: Valera has a strong reputation as a Swiss-quality brand in important markets in almost 80 countries. In 2018, Valera is ready to conquer the North American professional hairdressing sector on a larger scale. Building on the market experiences we've gained in the past, with the new organization and with new product versions in the **Valera Salon Exclusive** line, Valera USA is looking forward to growing our business in the U.S. market.

Valera USA Corp. will be operative from September 2018 on, with dedicated sales

people working directly on the U.S. market. We will be selling to professional hair and beauty distributors. We are committed to growing the market by working closely with our distributors.

BIR: Please describe your tools.

FS: We are launching with a new range of professional tools, more complete in terms of model selection and colors than what we have previously offered. All the tools in the new range are 100% exclusive for hairdressing salons.

Our premium U.S. collection includes 14 tools—11 hairdryers, one straightener and a clipper in the Valera Salon Exclusive line and one hairdryer—the **Classic 1955**—for barbershops. The salon prices range from \$169.00 USD up to \$329 USD for the top model, the **BLCD motor hairdryer**.

Every day, thousands of hair stylists around the world trust in the technological expertise

of Valera professional appliances to style and maintain their clients' hair. All Valera hairdryers and straighteners are designed, developed and manufactured in our own factory in Ticino, Switzerland. Since 1995 the company's processes are ISO 9001-certified. We apply the concept of "total quality" consistently and uncompromisingly to all business sectors. Furthermore, because we own our manufacturing, it guarantees important advantages in lead time and flexibility in bringing out tools to market.

Valera keeps what the Swiss cross promises in terms of values like quality, precision, respect for health and the environment and exclusivity. Important technological innovations, many of them covered by international patents, diversify Valera

products to satisfy the most demanding hair professionals.

BIR: What are your best-sellers and why?

FS: The overall bestseller on a worldwide basis is the **Valera UnlimitedPro 5000**, the next generation of a professional hairdryer with an extremely powerful brushless BLDC motor. The **UnlimitedPro 5000** is our top-of-the-line hairdryer, with an incredible lifetime of 10,000 hours (at least five times more than other products on the market). It's also ultra-silent and produces zero carbon dust emissions.

BIR: Valera is known for your Smart Airflow Technology. What benefits does that offer the stylist and the client?

FS: Smart Airflow Technology is about the optimized airflow, which reduces friction and dispersion and increases the compression effect, maximum performance with minimal noise levels.

The new generation of Valera hairdryers raises the standard for professional hairdryers.



At Cosmoprof North America, Valera USA Corp will debut its updated range of salon-exclusive tools, including premium hairdryers in brand new rose gold and pearl white colors.



Valera offers upscale campaign imagery and a product catalog to support its distribution partners. The new colors of the Unlimited Pro and Master Pro hairdryers take individuality a step further. Rose Gold and Pure White provide enticing competition for the classic Black with soft-touch finish. With three color variants, Salon Exclusive expresses individuality. Black is both a classic and a trendsetter. Rose Gold brings a touch of romance into styling. Pearl White is pure cool and understated.

Using modern fluid dynamics simulation software, CFD (Computational Fluid Dynamics), Valera Research and Development has developed Smart Airflow Technology. It optimizes the path of the air-stream through the hairdryer from the inlet grill to the air outlet, guaranteeing minimum friction and dispersion coefficients, a highly efficient compression effect, thanks to a re-designed aeration module (motor and fan).

Smart Airflow Technology enables these new hairdryers to achieve outstanding performance characteristics—energy conversion (W), air flow (m³/h), air pressure (Pa), air speed (km/h) and low noise levels (dB(A)). This special combination is unique to the market.

BIR: Please share a bit of your company's history.

FS: In 1955, my father and mother, **Gustavo and Helga Soresina**, started a company known as **Sorel** in Milan in the basement of a townhouse. They produced hairdryers and other small electrical household appliances. In 1978, they moved the company to Ligornetto, Switzerland, where they founded Ligo Electric SA.

Soon, Ligo Electric became a leading manufacturer of hairdryers in Europe, producing for big players such as **AEG, Bosch, Braun, Rowenta, Siemens, Philips, Babyliss, Wella, Schwarzkopf** and others.

In the meantime, the Soresinas' two sons joined the company—Claudio in 1976, taking responsibility for production, R&D and IT management, Flavio in 1978, taking care of the marketing and business development.

Building on the long OEM hairdryer production experience and a close collaboration with hairdressing industry, the Soresinas decided to

build their own hair tool brand. In 1990, they created Valera, which they positioned as specialists in professional appliances. Soon, the company became so successful that the factory was doubled in 2008 to more than 4000 m². In 2010, they extended the facilities to hair straighteners, with more product categories in the pipeline.

In addition to operating in the professional beauty market, Valera has divisions serving the personal sector for

private use under Valera Swiss Specialists, as well as in the Hospitality sector for the hotel industry under Valera Hospitality. Valera is the Number 1 hairdryer brand found in hotels globally.

Our father is now in his 90s, but still assists my brother and me in making decisions about the company, and we value his input and experience. The ideal combination of tradition and innovation characterizes the company. Valera keeps what the Swiss cross promises, and takes this promise to the world.

In Fall 2018, we are proud to open our U.S. headquarters.

BIR: Where do you see the future of our rapidly changing industry going? How will that change how you/the industry does business?

FS: Online sales are growing in number and importance, but we are sure that a discerning professional user will always need and appreciate the professional support of a distributor, who is able to present and show the products in detail, and ideally, offer classes in new techniques, remaining up-to-date and ameliorating the services.

Valera USA seeks distributors and beauty stores for North America. For more information or to set up a meeting at Cosmoprof North America, Booth 16087, contact **Sergio Bove**, sales manager, at 347-759-6104 or sergio.bove@ligo.com. For more information about Valera, visit <http://valera-usa.com/>.



Valera's Smart Airflow Technology optimizes airflow, which reduces friction and dispersion and increases the compression effect. The result is maximum performance with minimal noise levels.