



01.06.2024 – Milan

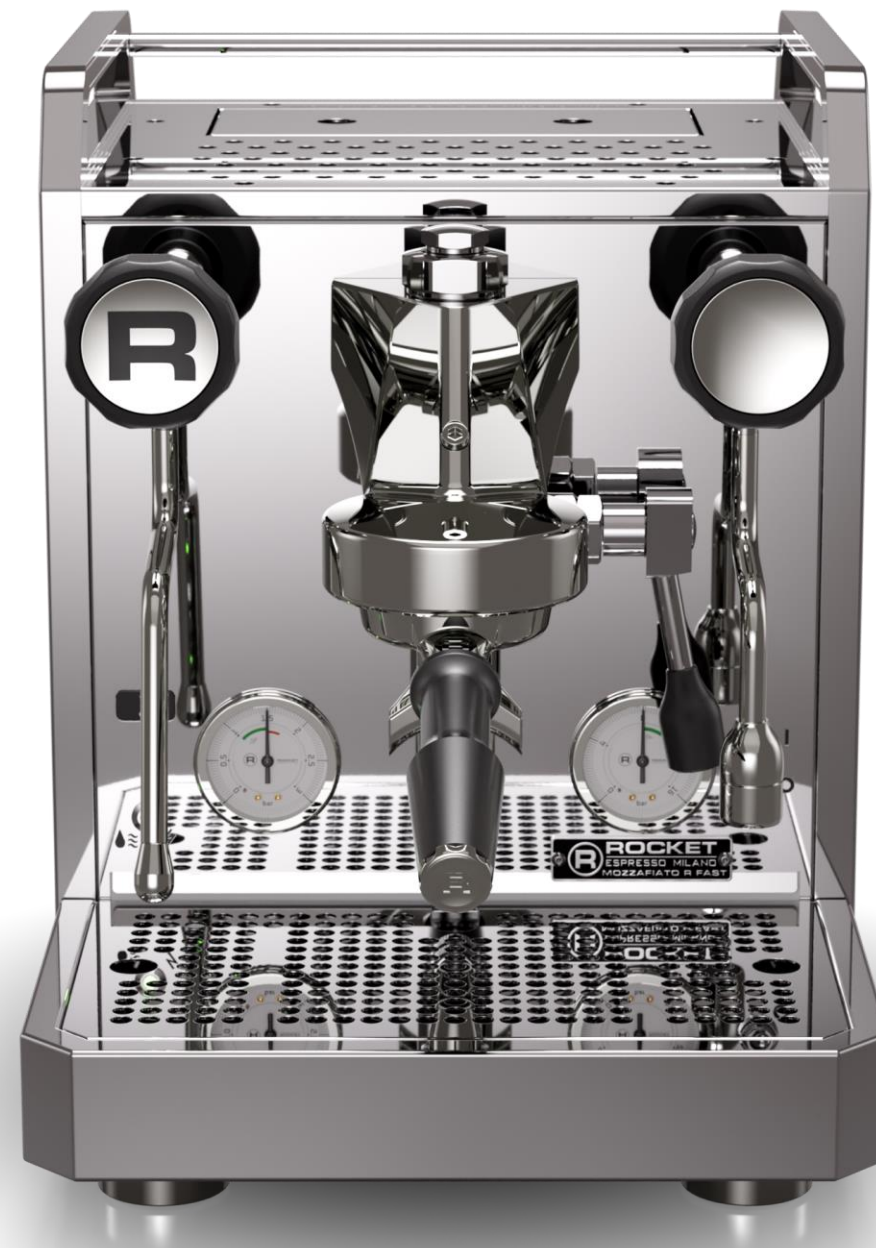
# **MOZZAFIATO V & R FAST**

## **PRODUCT MARKETING LAUNCH**

# MOZZAFIATO R MOZZAFIATO V

## FAST FAST

The new Mozzafiato (meaning "*Breathtaking*" in English) marks the stylistic and functional evolution of a machine that reflects Rocket's passion for design, coffee, and cycling. With its new features and functionalities, this machine is perfect for creating a unique home coffee experience.



# DESIGN PHILOSOPHY 1

# DESIGN PHILOSOPHY

## APPROACH

The Rocket brand's distinctive personality is amplified through design that seamlessly blends high performance with beautiful aesthetics.

While these elements may appear to conflict, they compliment each other perfectly.

Purposeful, solid forms are expressed through sculptured metal panels and careful attention to proportions.

Every detail of the new Mozzafiato has been meticulously planned. In collaboration with designer Valerio Cometti+V12 Design, we have optimised the dimensions of the Mozzafiato to enhance usability, achieving perfect proportions and a 'stance' that exudes both solidity and quality.



# DESIGN PHILOSOPHY

## INSPIRATION

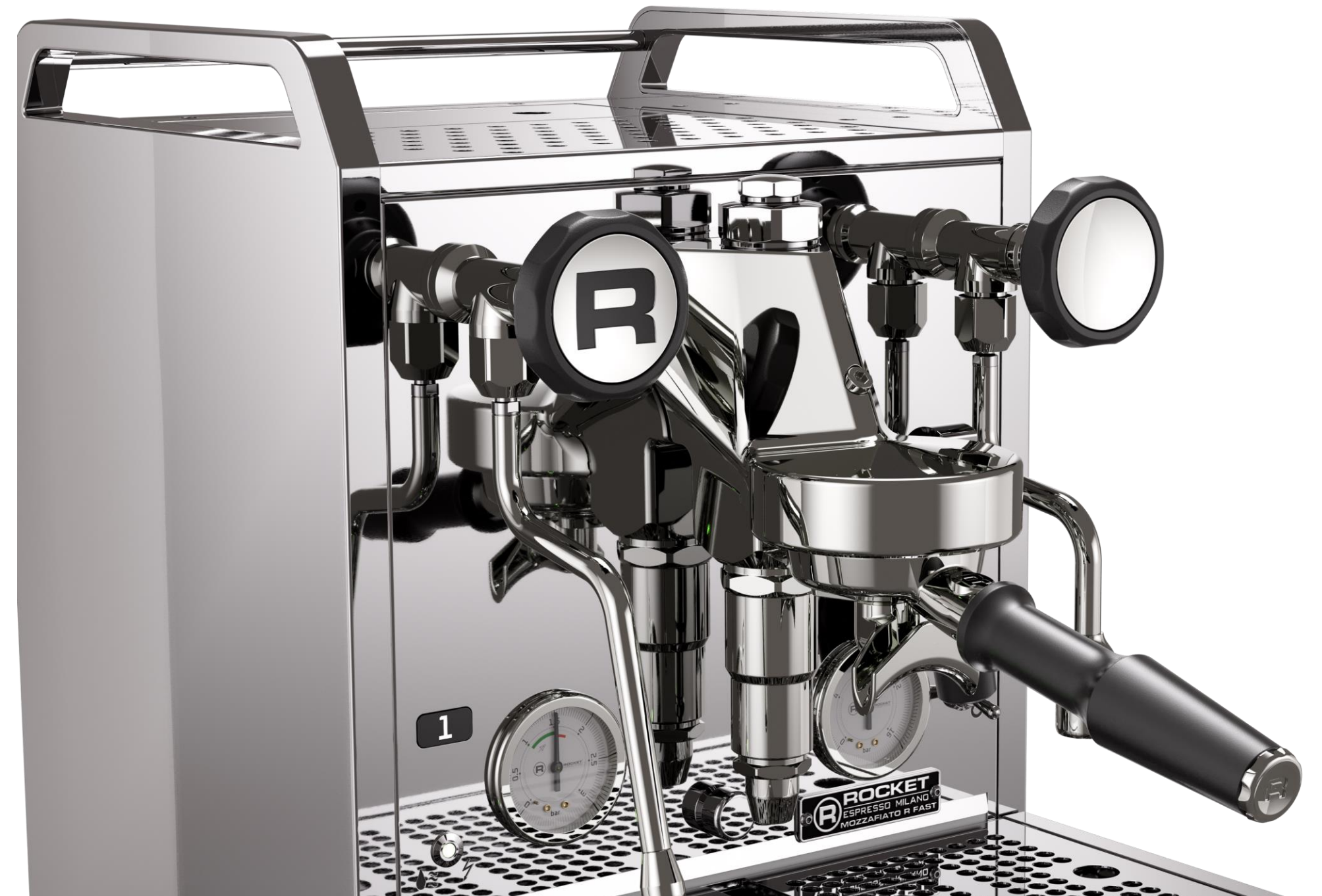
The Mozzafiato range draws inspiration from an unexpected yet unique source: iconic vehicle roof rails from the past. Its die-cast sides highlight the exceptional build quality, with shapes and forms inspired by legendary vehicles such as the 1980s Volvo station wagons (the 244 and 760) and renowned off-roaders like the Land Rover Defender and Toyota Land Cruiser.



**ARCHETYPAL FORMS THAT  
EXPRESS ROBUSTNESS AND  
STRENGTH, BUT ALSO A  
DESIRE FOR CAREFREEDNESS  
AND ADVENTURE, MAYBE  
EVEN AS FAR AS THE PLACES  
WHERE THE COFFEE COMES  
FROM.**

# THE HEART OF THE MACHINE

The new group head, which first appeared in the Appartamento TCA line, integrates seamlessly with the sharp lines of the new Mozzafiato body, creating a cohesive design philosophy.

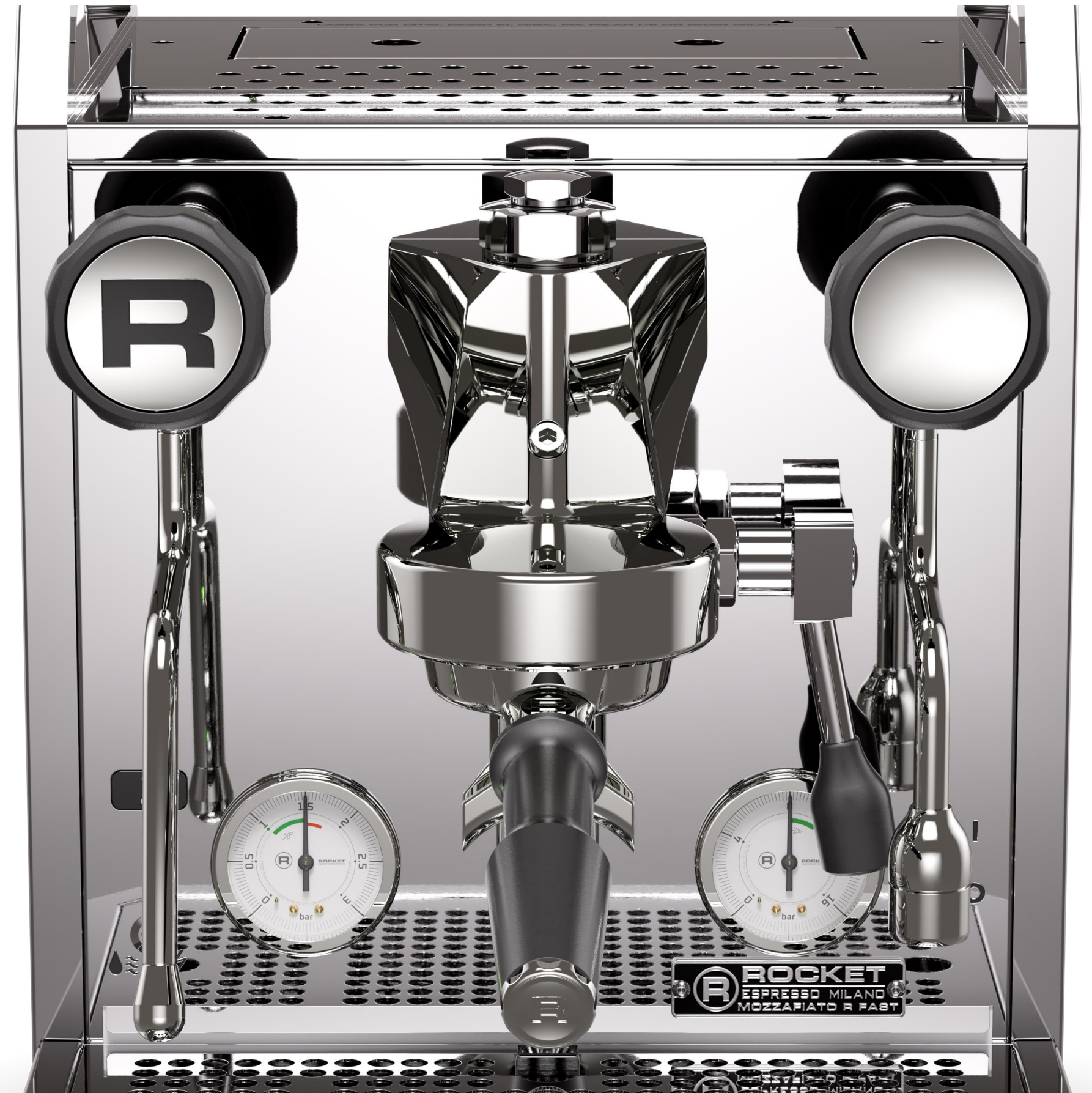




# THE HEART OF THE MACHINE

The group head embodies strength, reliability, precision, and speed, with a heating feature that ensures you can enjoy a perfect cup of coffee at a moment's notice.

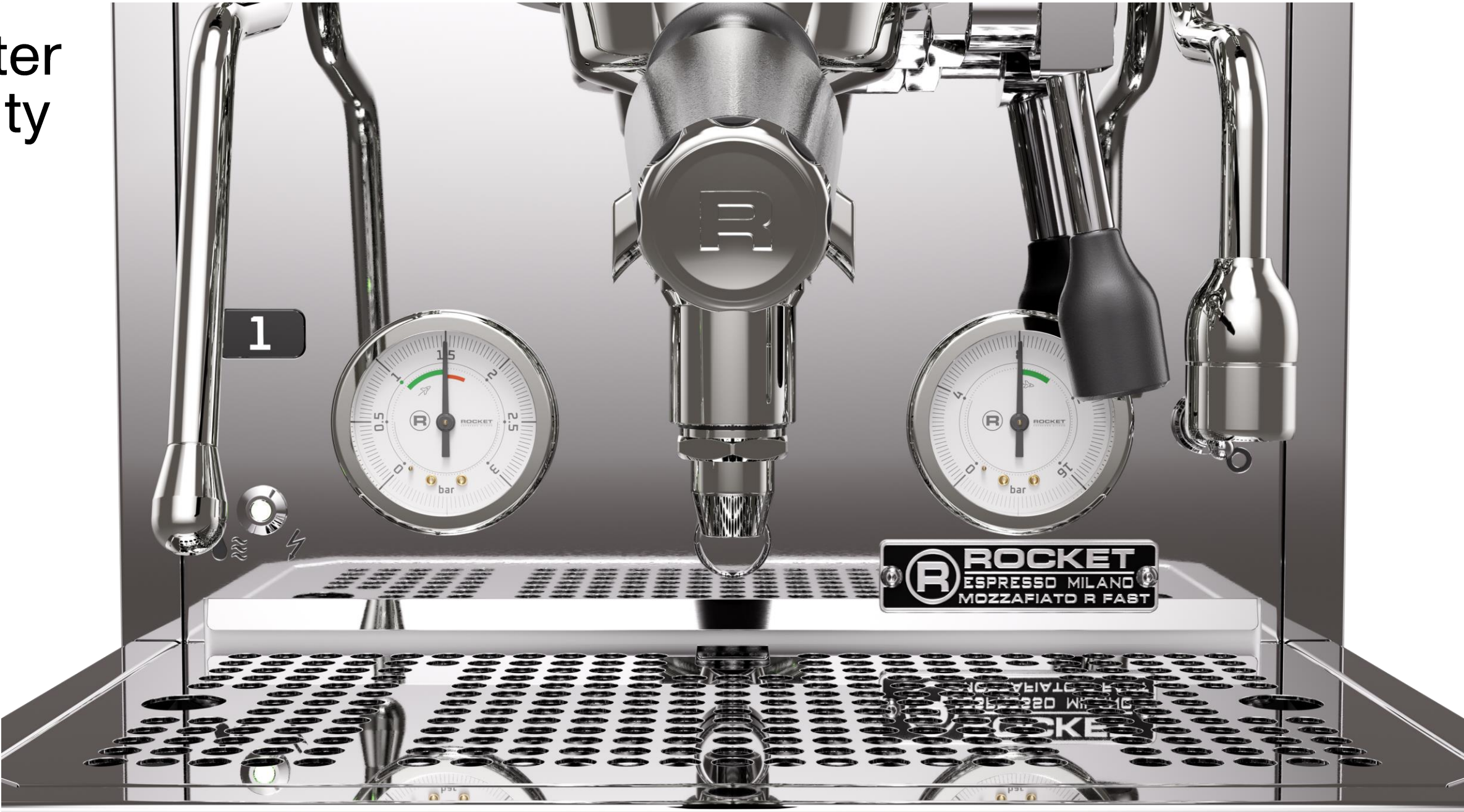
Fast, yet uncompromising.





# DISPLAY AND DOUBLE PRESSURE GAUGE

The dual pressure gauges and shot counter display highlight the advanced functionality and positioning of the new Mozzafiato.





# STEAM AND WATER TAPS

The minimalistic, precise design of the redesigned water and steam taps reflects the Mozzafiato's coffee delivery performance, creating a cohesive look that extends across the Rocket product range.





# WORK AREA

As with all Rocket machines, the work area is ergonomically designed to accommodate the barista's natural movements, ensuring a perfect blend of form and function.



**SHAPES ARE OPTIMISED TO  
ENHANCE ALIGNMENTS AND  
JOINTS: THE PERCEPTION OF  
A MONOLITHIC, HIGH-QUALITY  
OBJECT IS CONSOLIDATED  
THROUGH THE USE OF  
TARGETED STYLISTIC  
SOLUTIONS**



# EASTER EGG

As a testament to the attention to detail during the design process of the new Mozzafiato range, and a show of appreciation to our dedicated team, we've hidden a small "Easter egg" in the cup warmer area. We look forward to seeing who discovers it.



# TECHNOLOGY

# 02



# MOZZAFIATO V

## FAST

# MOZZAFIATO R

## FAST

The new Mozzafiato R and Mozzafiato V are more than just beautiful design.

They introduce a range of new features and functions to ensure excellent results in the cup, quickly and effortlessly.



# OLED DISPLAY

The new Mozzafiato machine is equipped with an OLED display that allows the user to:

1. View dispensing times
2. Manage a range of machine information and parameters (boiler temperature, unit temperature)
3. Monitor machine errors

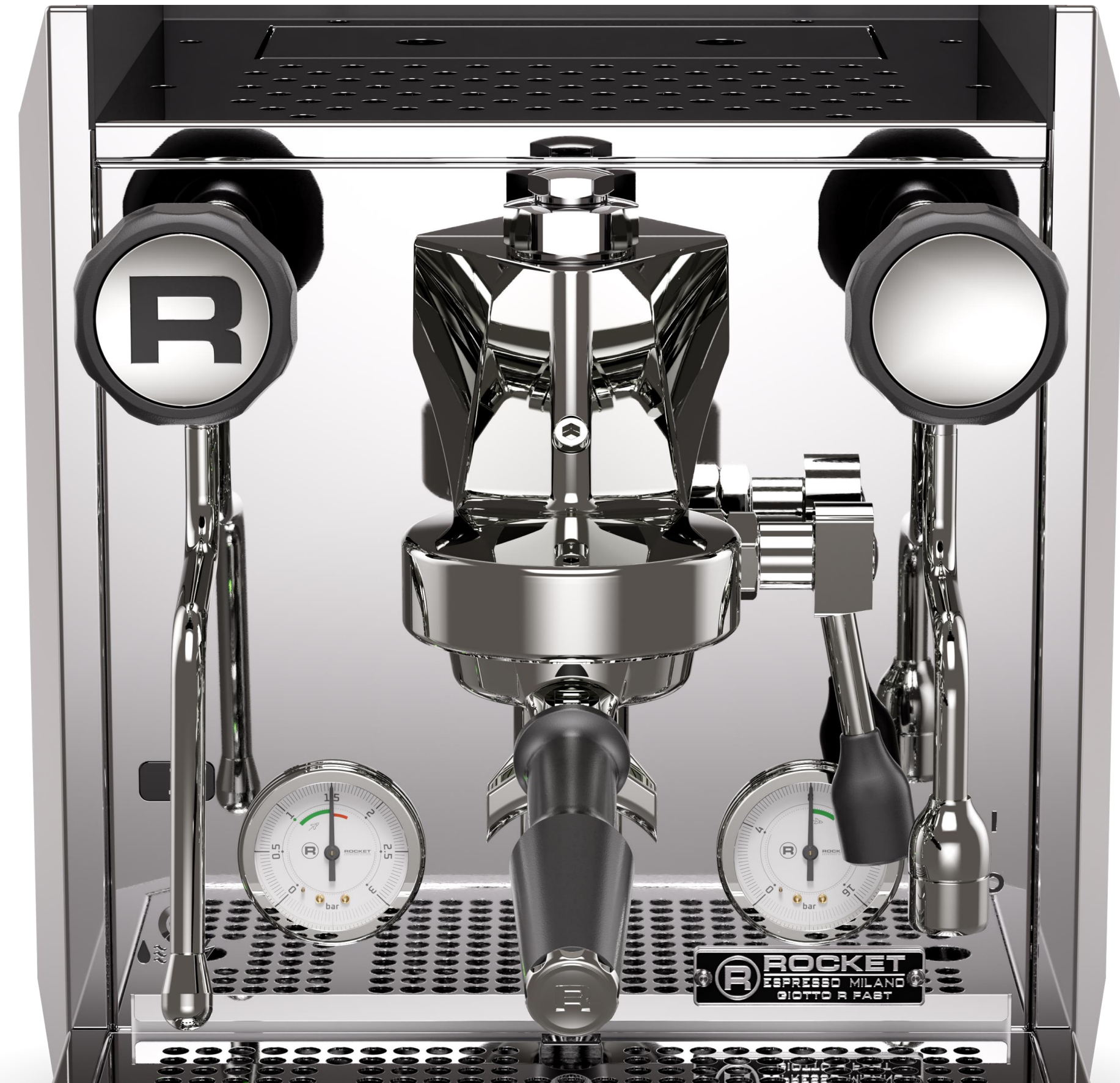




# NEW FUNCTIONS

Thanks to the new electronic system developed by Rocket, the new Mozzafiato range permits the user to regulate and manage:

1. the stand-by (energy saving) function (OFF or after 30 minutes, default 30 minutes)
2. Boiler working pressure (0.9 to 1.2 bar in steps of 0.1 bar, default 1 bar) depending on the temperature setting
3. The sensitivity of the tank level probe (high 1 MΩ / medium 400 kΩ / low 150 kΩ, default low) – *reserved for technician*

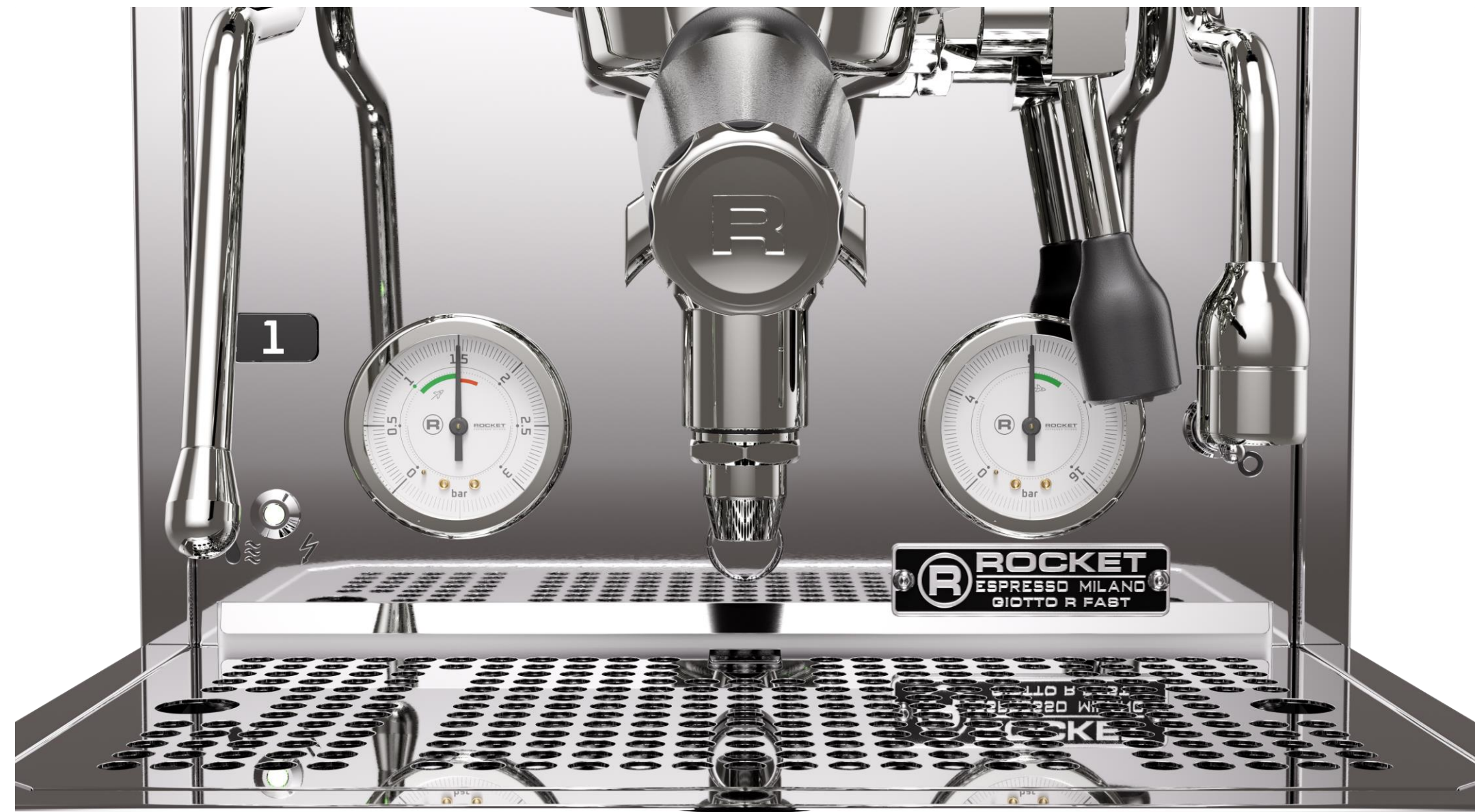




# NEW FUNCTIONS

4. The sensitivity of the boiler level probe (high 1 MΩ / medium 400 kΩ / low 150 kΩ, default low)  
– *reserved for technician*
5. The luminosity level of the RGB LED light (10%-20%-50%-100%, default 10%)  
– *reserved for technician*

There are three keys used for programming the machine positioned behind the drip tray. The machine is also equipped with a USB port, which may only be accessed by the technician by removing the side panel or cup warmer and is used to update the software.



# MAIN FEATURES

# 03



# MAIN FEATURES

- System with heat exchanger
- PID control
- Coffee unit with heating element
- Boiler capacity: 1.8 litres
- Boiler covering for energy saving
- Rotary pump
- Water connection or water tank
- Water tank capacity: 1.8 litres
- Tank reserve sensor

# MOZZAFIATO R FAST

- OLED display
- Dual pressure gauge
- Programming keys
- New ergonomic filter holder handle
- Dimensions (W x D x H): 314 x 457 x 409 mm
- Weight: 33 Kg
- Installed power: 1550 W

# MAIN FEATURES

- System with heat exchanger
- PID control
- Coffee unit with heating element
- Boiler capacity: 1.8 litres
- Boiler covering for energy saving
- Vibration pump
- Water tank capacity: 1.8 litres
- Tank reserve sensor

# MOZZAFIATO V FAST

- OLED display
- Dual pressure gauge
- Programming keys
- New ergonomic filter holder handle
- Dimensions (W x D x H): 314 x 457 x 409 mm
- Weight: 33 Kg
- Installed power: 1150 W

# CUSTOMISAT ION

04

# MACHINE VERSIONS AVAILABLE



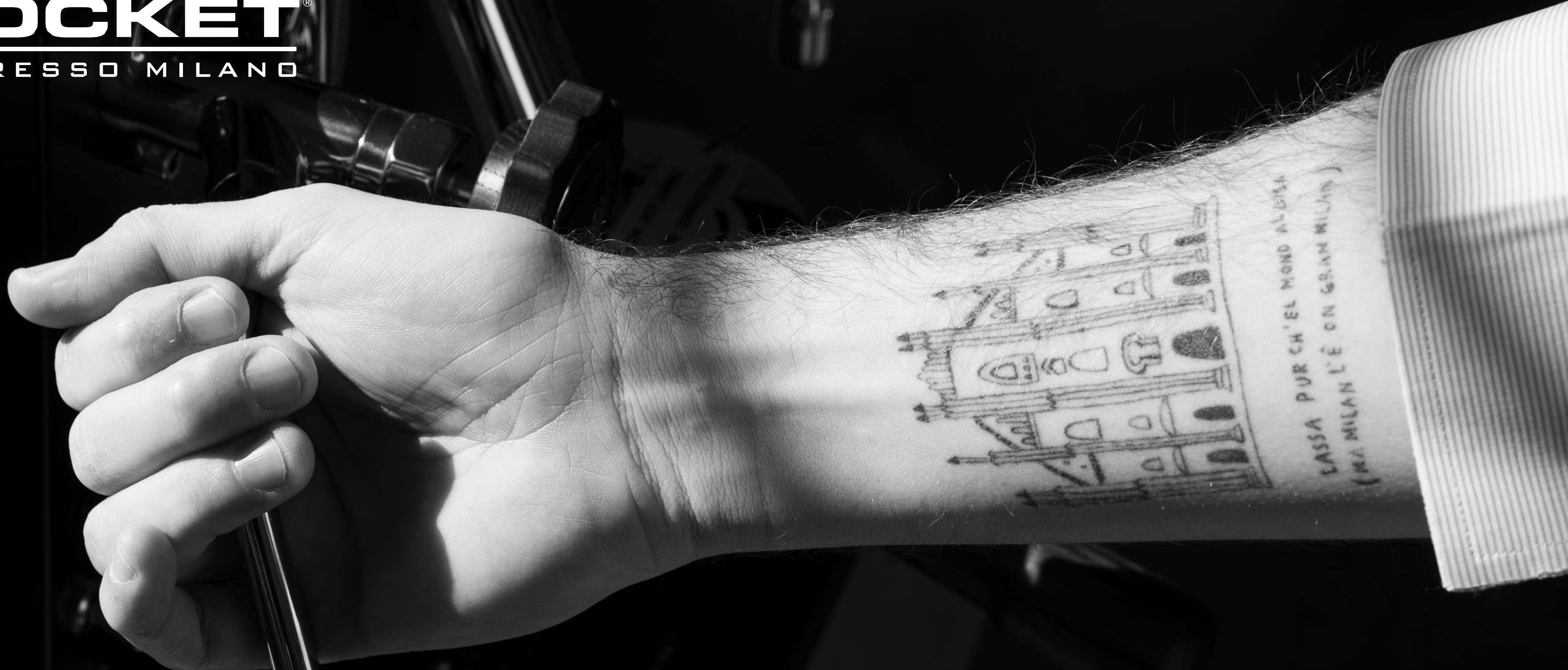
Machine versions  
Chrome plated machine body - Glossy black rear lettering ('ROCKET')



Machine versions  
Black machine body – Chrome rear lettering ('ROCKET')



**ROCKET®**  
ESPRESSO MILANO



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