

# Grupo Infrico®

Nº 3 OCT 2021

NEWS

THE US AND LATIN  
AMERICAN  
MARKET

*Returning to*  
**TRADE FAIRS**  
*PRESENTLY*

CURRENT AFFAIRS

DEVELOPMENT

ANDALUSIAN INDUSTRY

NEWS

NEW LINE OF  
DISPLAY CABINETS  
**EXPERIENCE**

*for eat*

INTERVIEWS

Gigi Oyola and  
Pedro Carvajal

INFRICO IN THE UNITED STATES AND  
LATIN AMERICA



[www.infrico.com](http://www.infrico.com)

A photograph of a factory interior. In the foreground, a man in a blue t-shirt is working at a workstation with various tools and equipment. In the background, there are several wooden crates stacked on metal shelving units. The lighting is industrial, with overhead lamps illuminating the workspace.

PRESENTLY

# Infrico

Employment  
engine and wealth  
in Andalusia

---

*Infrico is synonymous  
with job creation in  
Andalusia. Employment  
of local quality to create  
Job opportunities  
for our neighbours.*

**T**he national and international growth that we have experienced in the group in the last few years has gone hand in hand with a firm commitment to job creation. We have always trusted the potential of the Andalusian industry and we have focused on local growth. We were

born deeply rooted in our Andalusian land but always with a clear projection towards foreign markets. The Infrico Group stands for innovation, sustainability, employment and its green conscience. The cold sector industry is undeniably a engine for growth and wealth.

A sector that, in these recent times marked by a health crisis without precedents, has shown what we can contribute to society.

It's a fact that we have demonstrated the potential of our freezers to conserve vaccines against Covid-19.

Our solid determination to internationalization of our brand has made Infrico a quality supplier which has achieved a presence in more than 90 countries. The fruit of this unstoppable growth is the high employment that we have managed to generate. In our province we generate more than 650 direct jobs and more than 1,000 indirect ones. Just in the first half of 2021, 70 people signed a permanent contract with the company.

Our firm commitment to quality in employment does not only translate into all these signed contracts, but also in the agreements reached with different institutions offering Dual Vocational Training. Training that allows young people to prepare to the needs of the market. We are preparing to sign different agreements with universities allowing their students to do internships in the Infrico Group to discover first-hand the labour reality of our sector.

**Our strong determination for the internationalization of our brand makes Infrico is a supplier of Quality products that have achieved a presence in more than 90 countries.**

Infrico believes in a plural, diverse society. That wealth also translates in the quality of its staff and we support complete equality. We look to access different professional profiles from the pool of talent far beyond mere consideration of genre.

**35 years linked to our communities.**

Since we began in 1986, 35 years ago, our journey has always shown a clear commitment to innovation. In more than three decades we have grown enormously not only our facilities but also our projects. Today we are one of the leading companies in the industrial cold sector in Europe as well as the rest of the world. And all without ever losing of sight one of our founding pillars: the creation of stable employment in our communities.

**“35 years linked to our communities. Since 1986 our path has always demonstrated a clear commitment to innovation.”**



Fabrica Supermarket



---

**“At present, the Infrico Group has more than 700 employees in their 3 production centres: the main Infrico plant, that of Infrico Supermarket and finally that of Impafri”**

**More than 80% of our workers are permanent employees.**

**In addition, we have 13 local branches in Spain and 16 abroad.**

**Our story continues.**

---

# New range of *experience* for eat DISPLAY COUNTERS

*What does Experience for Eat offer?*

**E**xperience for Eat is the range of Infrico Supermarket units for catering areas inside supermarkets. It's our way of responding to an evident need in the market. We take time to carefully study consumers and this has allowed us to realize that they increasingly

value comfort and the possibility to have fresh and healthy products 24 hours a day. More and more people don't want to give up eating healthily even though they don't have time to cook. Therefore, they look to store-packaged food that can be eaten directly and, in many cases, even without the need for microwave ovens. They are

products packaged and ready to consume. These products can be displayed to the customer in our showcases. Pre-packaged meals, ready to eat. We see them, for example, in supermarkets or in motorway service areas. In the catering sector, they now have more and more presence in coffee shop chains. Among other reasons, because the food is displayed, this increases the sales possibilities and creates an immediate urge.





PRESENTLY



WE MAKE  
**SHOPPING**  
*easier*

## New range of Experience for Eat display counters

In recent years we have witnessed a clear jump between take away and the term that's popular today: on the go or ready to eat. At Infrico we detected this new trend. An obvious change in consumer habits. This has allowed us to develop a wide range of units for supermarket catering areas. From tables and cabinets to display cabinets for sales areas, offering prepared dishes or self-service.

At Experience for Eat we are committed to sustainability, efficiency and respect for the environment, together with high quality components and materials. We know that customers are conscious for these values, and we try to satisfy their requirements in our units.

A clear example is our new showcase VEE, designed to meet the highest demands and ease the purchase of the goods inside.

Eating healthily despite not having time to cook is perfectly possible. For this, you must have the equipment to preserve and present the food in an attractive fashion which is comfortable to take out. With these showcases, the customer can know at a glance what the establishment offers and can be served comfortably

whatever they like. We are talking about a trend that's growing in the supermarket sector. Sometimes even ready-to-eat food is offered to be consumed in the establishment itself.

In the new range of Showcases "Experience for Eat" VEE, we can find models for chilled or hot products, on display with gastronomic or flat trays, or specific furniture for salads or ambient products that allows you to create a line of units according to the sales requirements.

The efficiency of the Infrico Supermarket equipment, added to its ease of use and its high capacity, make them essential options for many businesses in this sector.

We combine quality, technological avant-garde and the most advanced refrigeration systems to guarantee the full conservation of the raw material,

the organoleptic properties of food and food safety. A clear added value for businesses that have opted for the grab & go and one of the strengths of the Infrico Group is the perfect combination between supermarket and refrigerated units.

These types of premises have a perfect place for Infrico Supermarket's cutting-edge technology to satisfy even the most demanding customers. From experience and excellence, we have all the necessary certifications and accreditations. What's more, our equipment is energy efficient

and minimizes environmental pollution. It's important to remember that Infrico Supermarket are pioneers in the use of eco-friendly refrigerants like the R290.

They offer equipment to preserve fresh or pre-cooked food. Showcases with a very careful aesthetic appeal that guarantee maximum visibility and optimal preservation of the product. Not in vain, these new forms of consumption gain ever more popularity among the population. That is why the restaurant sector explores new ways to make it easier for the consumer. That's where Infrico Supermarket equipment enters the scene.

**We make shopping much easier.**

# We are Returning to TRADE SHOWS

*Step by step we are slowly returning to normality. A good demonstration of this is our presence in two of the most important trade shows in the sector.*

**S**tep by step we are slowly returning to normality. A good demonstration of this is our presence in two of the most important trade shows in the sector: Sirha in Lyon (in September) and Host in Milan (in October). They are important fairs where Infrico it has always been present.

We are looking forward to seeing our friends, clients, partners and suppliers on these two dates. After not having the opportunity to meet in 2020, we want to return and to get together, to meet face to face and deal directly in person.

## **SIRHA**

It will take place in Lyon (France) from 23rd-27th September. A date in which

hotels, restaurants and catering companies will all get together. Infrico and Impafri will be exhibiting. A prestigious event with the hotel industry which we could not miss. We will be in hall 5 stand B138.

## **HOST MILAN**

It will take place in Milan, Italy. It is the most important trade show in the world in this sector. Both Infrico and Impafri will be present. It will be held from 22nd- 26th October in the Italian city. A huge event with more than 1,600 exhibitors in the global hospitality and restaurant industry. 48 countries will participate. We will be eager to share and show the latest trends and industry innovations. Hall 7 stand B29 B37

## **C&R**

C&R is the main international event for the refrigeration industry, air conditioning, ventilation and heating in Spain, and takes place every two years. Both Infrico Supermarket and Impafri will participate in this fair, held from the 16th-19th November in Madrid.



Infrico Experience 4.0

Infrico

FMPP

PRINT

VLY

Infrico

Infrico

# INFRICO in the US and Latin American *market*

*ONE of Infrico's hallmarks is their internationalisation. A good example of this is their presence in France, Dubai, Chile and the United States.*

**W**e have had a presence in the American continents for more than 15 years, the moment when we decided to try out the US and Latin American markets. In Latin America we started with Chile, and Miami became our branch in North America.

## **Infrico USA**

Infrico, leader in the manufacture of efficient commercial refrigeration, sells their products in the US market, which is the main destination country for Spanish exports of hotel and cate-

ring equipment outside of the European Union. It is therefore a very strategic area for us. The beginnings were complicated, having to physically move to set up the branch, where today we have facilities with a storage capacity of 400 machines and deliver these all across the United States. It has been 10 years of hard work and effort developing a specific range for the American market, having to follow the standards of design, quality and reliability in a product that meets all the regulations for its sale. Our products have the cutting edge in refrigeration technology and offer a sustainable product that provides the best solution to the needs of each client.



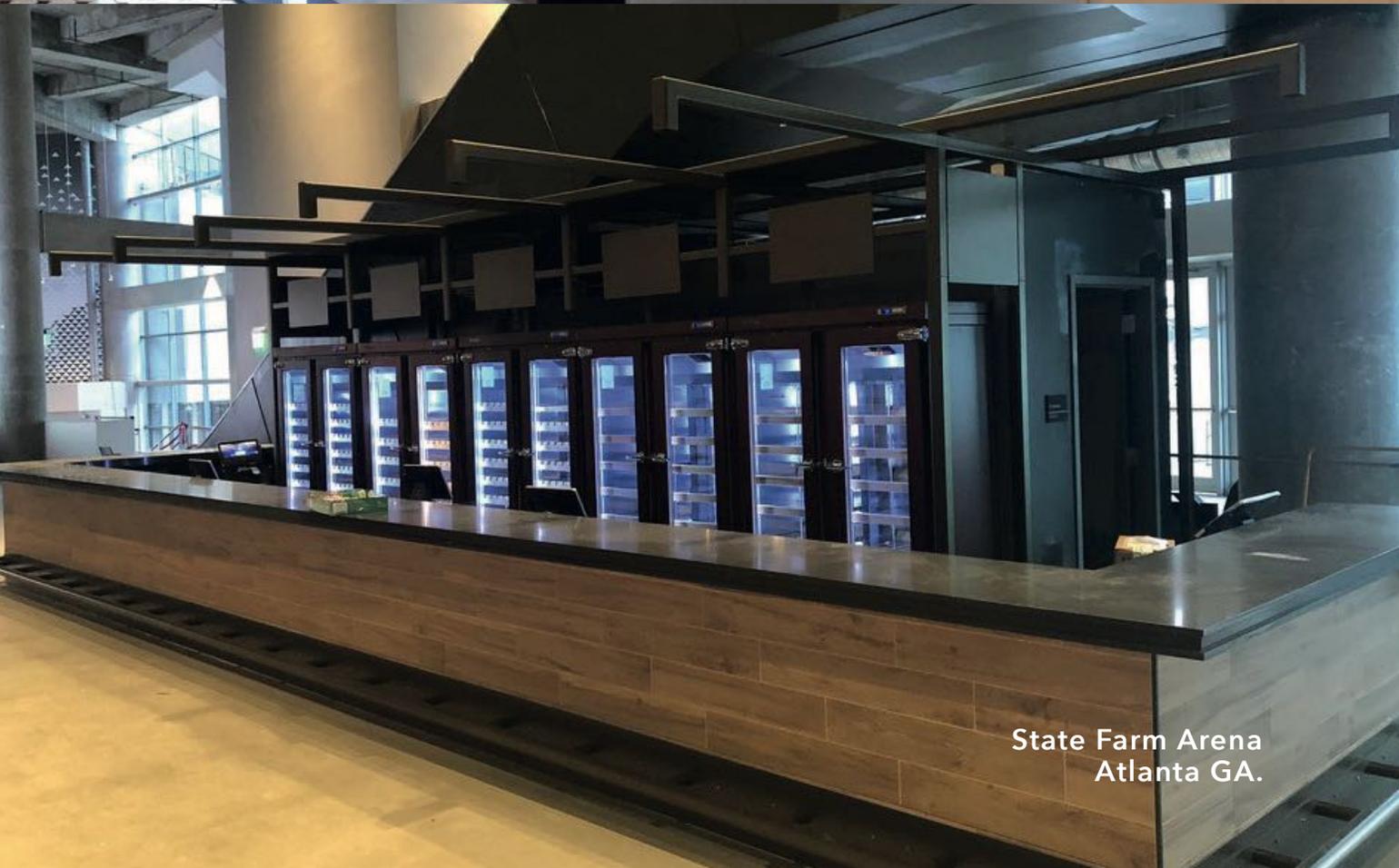


Petes Fresh Market -  
Chicago IL

USA & LATAM



Paneterie Bakery -  
West Palm Beach FL



State Farm Arena  
Atlanta GA.



Nativo market  
Uruguay

USA & LATAM



Nativo Market  
Uruguay



## Growth and expansion in Latin America.

Our expansion and business development has been thanks to our sales branches distributed around the area, including Giovanni Pedrazzoli, responsible for the markets of Ecuador, Peru and Bolivia, as well as Fernando Toro in the Colombian territory.

They both contribute to the growth of the Infrico group, enhancing the retail division where Infrico has positioned itself as a brand for quality and service.

Chile, was our starting point to expand in Latin America, thanks to being the most westernized country of the area by having non-tariff barriers with Spain, and is as perfect match for Infrico's quality and prices. Today, together with the company Comercial Maquinet we continue to offer an unbeatable product and service, helping to open new hotel businesses and restoration projects.

Likewise, it is worth highlighting the role of our representative

Martin & Cía in Uruguay, where this year a new shopping centre with a supermarket of 1200m<sup>2</sup> was equipped with Infrico machinery. An unbeatable installation job of which we are very proud to be part.

Infrico, in its desire for growth and development, continues working with the same objective. And that's to generate the best solutions for professionals in the sector.

In all this time it has managed to consolidate a major network of local representatives

in the USA that reach 80% of the American territory and we continue to grow, obtain our goals and expand.

Year after year Infrico presents

its new products at the Chicago NRA show and at NAFEM in Orlando. Fairs where all the professionals of the sector meet, including the main consultants distributors and manufacturers.

In the same way, in Latin America, Infrico actively participates in sector fairs such as Abastur in Mexico, with our branch partners Sinergias Institucional, located in Guadalajara, helping us to drive growth of the brand throughout the country.

**Currently, we have managed to consolidate an important network of local representatives in the USA that reaches 80% of the American territory**



Pedro Carvajal



Gigi Oyola

# Gigi Oyola and Pedro Carvajal

*“The European design is clearly defined on every line and curve of our products.”*

## Question.

**Which countries in Latin America have more opportunities for business today?**

**Pedro Carvajal.** Infrico is present throughout Latin America. Chile is today the country that brings the most projects. It's a fact that we have been there for more than 10 years.

Good acceptance by customers and distributors has allowed us to boost growth in the rest of these countries. Of course, we also have one of the most complete portfolios of commercial refrigeration equipment. Day by day this opens up new business opportunities and allows us to offer the best solution to every need. Meanwhile in the food sector, with the Supermarket line we are in full growth, both in medium to large installations, in different locations such as Uruguay, Ecuador or Colombia

**Q.** What is the difference between Spanish equipment and those from other countries?

**Pedro Carvajal.** Despite the geographical distance, Spanish equipment is considered reliable, efficient and high quality, featuring a decent warranty and price, as well as being able to meet the increasing needs of the customers.

**Q.** How can we improve productivity in the current climate?

**Pedro Carvajal.** We currently live in a crisis caused by

Covid-19, plunged in global instability that affects the commodity markets, causes a shortage of materials and creates problems in the availability of transport.

Infrico, in this context, has anticipated these problems and planned to minimize these inconveniences and therefore, continue to provide the best service to our customers, which is our main objective.

### **Question.**

**What does Infrico offer the US market?**

**Gigi Oyola.** The US market is a very competitive one and with very high standards. I think this is where Infrico differentiates. We are in a market saturated with the weight of China, in a market where there is a need to search for new designs. In Infrico we offer equipment completely manufactured in stainless steel and with high quality finishes.

The European design is clearly defined in every line and curve of our product.

In a market where after-sales is as important as the sale itself, Infrico offers personalised attention to each client. This has been one of my biggest and most important goals and priorities. There is nothing like having a satisfied client who continues to trust the brand and buy your product.

**Q. The INFRICO US branch is 10 years old next year. How has the experience been?**

**Gigi Oyola.** It has been very interesting, I have been with Infrico USA for more than 7 years and it has been an unmatched professional and personal experience.

I have learned a lot from the challenge of watching

a company with such a broad track record in Europe grow in a market as competitive as the United States. Every day I see the difference and the growth of Infrico. Every time we create a new account with the largest dealers in the country, we appreciate the differences that separate us from our competitors. Obviously, this growth is supported by the team's great work, by people who share our very ideals, and the desire to grow and leave our mark on the market. The truth is that we are very happy with what the future holds for Infrico USA.

**P. Has COVID-19 changed the needs of the American market?**

**Gigi Oyola.** Covid-19 has affected, not only the American market, but also to markets all over the world. We have all seen these effects in the last 18 months. One of the needs and priorities that we have noted in recent months is to build a local inventory. This has been one of the things that has given Infrico USA a head start over the national manufacturers and importing competitors.

We have the shortest delivery times in the market, without counting the local inventory we already have in Florida.

This has given us a very large advantage over the competition. It has been a very big factor of this growth that we have experienced. I hope to continue counting on your support.

# Grupo Infrico®



WE PARTICIPATE



BRANCHES



[www.Infrico.com](http://www.Infrico.com)

EDICIÓN BABAIT TECHNOLOGY SL  
babait@correo.babait.com