

Grupo Infrico®

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**TRAINING
SESSIONS**

#INFRICO ACADEMY

NEWS

ANNUAL BRANCH SALES

MEETINGS

INTERVIEW

AZIZ

BOUHARTAN

INFRICO IN **AFRICA**

SEMI-
INDUSTRIAL
PANELS

PRODUCT

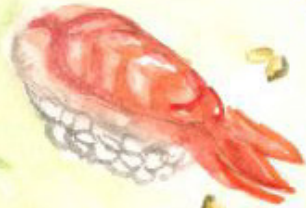
ART AND DESIGN

NEW INFRICO

2022 Catalogue



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NEW INFRICO 2022 CATALOGUE

Design & Art

come together to offer products in a clear and intuitive way.

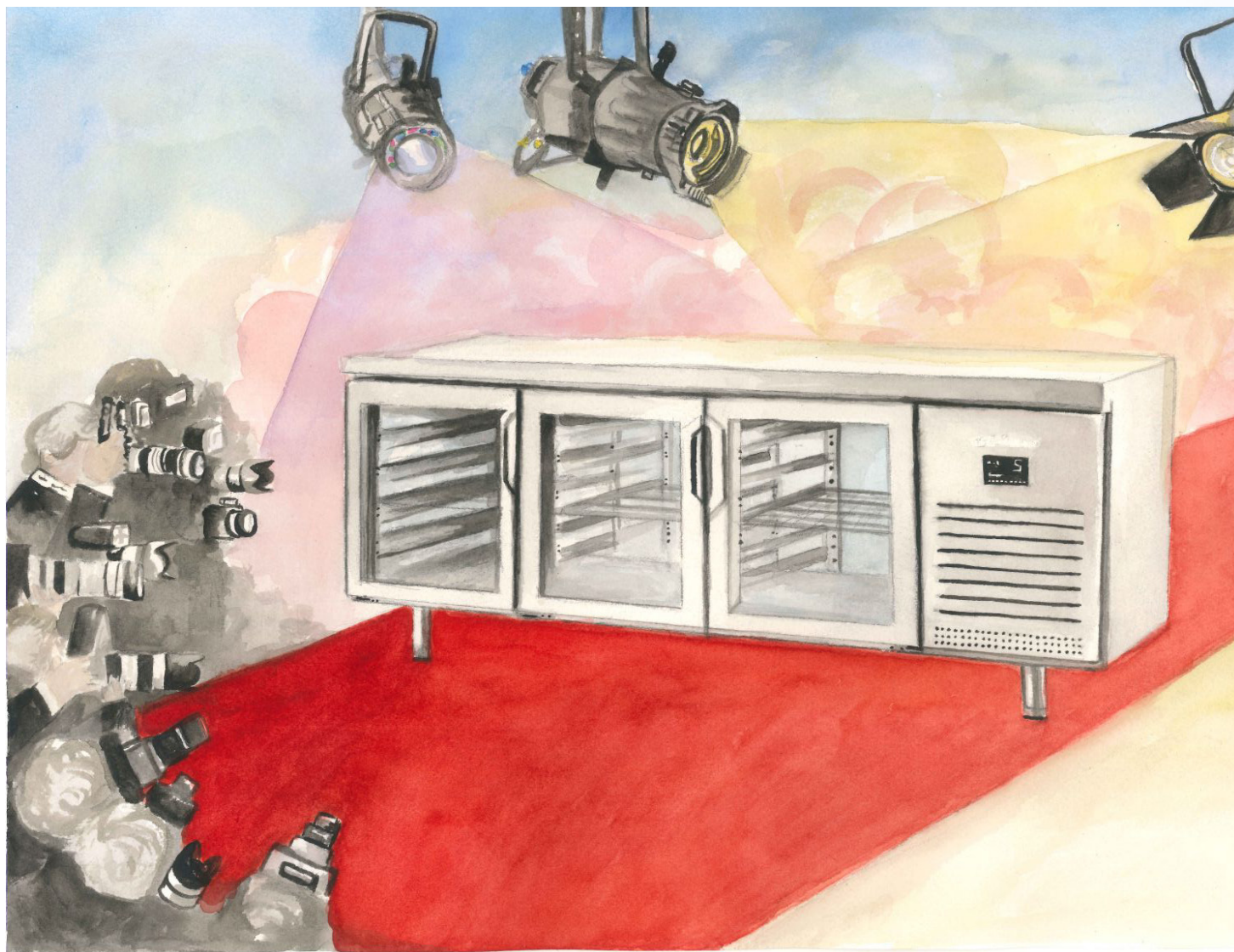
The Infrico catalogue offers in this new 2022 edition a renewed design and a much easier and more intuitive way to access all the company's news. This year's catalogue is now available for all those **who want to know and discover the company's new products** and the most advanced technological products in the sector.

The new catalogue **offers a design to give greater prominence to the product and its characteristics**. In this way, customers, and all those who are interested in the organization's products, can quickly learn about its main functionalities and advantages. In this sense, the information tables have been improved to speed up the time of locating, reading and understanding of Infrico's products..

This catalogue combines art and design with technological innovation, a fundamental pillar of the global growth of the Infrico Group. The clean, clear and intuitive design plays a decisive role in the new catalogue, but more important in this context are the innovative, quality and high-performance products on display.

Design, efficiency, and quality dominate the proposals of the 2022 Infrico catalogue. The most outstanding Infrico commercial refrigeration

furniture in this launch are the Minimarket refrigeration and freezing display; the Restyling of the INFRICOOL range; the new VC closed showcase with an innovative front opening system; restyling of the range of Blast Chillers and the new VEX tower display cases for meat and hot version. There is also the new range of VEE Experience for Eat showcases (prepared to display all types of unpackaged refrigerated pre-cooked food and for hot products), and the new Coral showcase for ice cream.



In addition, products such as the new closed freezing islands, the new open refrigeration plug-in mural with recessed visor to facilitate easy access to the product and the new Barcelona, Europa and Madrid models for meat and delicatessen display cabinets are also highlighted. The creation and innovation in products, whose sole purpose is to improve the high quality standards and the customer experience, are Infrico's hallmarks.

In this new 2022 catalogue you can not only find the company's new products, but also all the renewed and improved products. Beyond the design and ease of access to information,

another of the central concepts of this new number is practicality. In short, both its content, the new design, as well as its versatility, will enlighten the reader.

Lastly, it should be noted that the Infrico Group as a whole, is an organization that is in constant renewal, evolution, aware of the trends that occur in the industry and in society and, therefore, adapted to transformation in all its areas. Digitization has special weight for the development of the group and, in this framework, a small part of the growth in this field is the self-produced videos that can be found on the company's social channels, both to present the new products and to help to customers on product-related issues.





SEMI-INDUSTRIAL Panels

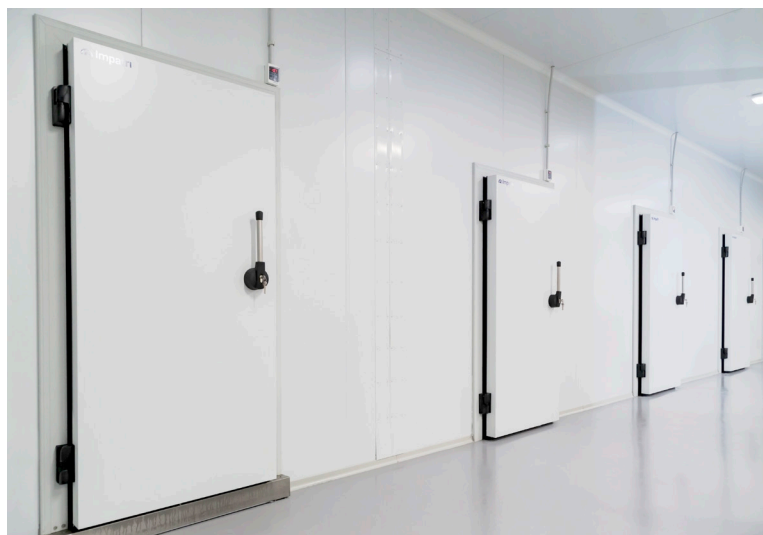
“Impafri Strengthens Its Position In The
Market Of Semi-Industrial Panels”



The high quality non-continuous refrigerator panel is designed for installations that require a superior sanitary finish.

It has a tongue-and-groove joint and fixing system with our unique CLIPART system on the market, which guarantees a fast, strong and watertight joint without any metal components that can rust, which can facilitate the disassembly and reuse of said material.

The advantage of discontinuous manufacturing is that the panels leave the factory completely finished without sharp edges in the sheets, with head recesses and made floors. In this way, the assembly on site is much faster since the cuts and manipulation of the panel are reduced, in addition to improving the sealing and insulation in said encounters. This form of manufacturing also favours the quality of the panel itself, since a higher density (43-45 kg/m³) can be obtained than if the injection were continuous; This translates into greater temperature insulation, which is its main function.



Discontinuous manufacturing also allows greater flexibility for delivery times of different thicknesses. This is important when it is necessary to replace a panel that has been damaged during assembly.

In addition, these panels have the fire classification certificate. Our quality department has carried out tests on the new PMI-400E panels in the Reaction to Fire laboratory of AFITI-LICOF (Toledo Fire Testing and Research Center), obtaining the highest possible classification for a PUR, a Bs2d0, for all refrigeration panels between 80 and 150 mm thick.

#INFRICO training



The infrico group commits to customer training

At the Infrico Group we are aware of the need to be in continuous training so that both we and our clients move advance together. That is why we have begun to carry out different training courses throughout the Spanish territory. The first training was carried out in our Barcelona branch and we have continued in Zaragoza, the Canary Islands and Bilbao, and soon we will be in more areas to teach our clients about the new Infrico technology.

These conferences are very productive both for the training and for the synergies that occur between the different participants. Training includes both after-sales and Infrico by You, how this works, what the advantages are, etc. At Infrico we are very aware that we have to improve every day together, which is why we believe it is so important for this type of training.

Being in contact with other clients and people who dominate the sector is very enriching both for the operation of our company and for our clients and suppliers. The synergies created are a show of the commitment that we make.

The INFRICO After-Sales Service (SAT) is focused on giving advice, attention, repairs and the delivery of spare parts to the customer. Our clients have to know this to offer a better service to their clients, and it is a fundamental pillar of the company.

In addition, we present the new Platform by You, it is intuitive, innovative and made with the latest technology to solve any setback with the least possible delay. For this reason, it is important that our clients know this platform perfectly.

We hope that soon we can add more cities to go to, to continue growing together.

Being in contact with other customers and leading figures in the sector is a great benefit for the company as well as our customers and suppliers.



Annual

BRANCH SALES MEETING

Infrico organises the annual branch and international sales meeting.

Infrico has had a constant pace of development and evolution since it was founded more than 35 years ago. In this period, national and international expansion has played a decisive role in the growth of the company which, thanks to its network of delegates, has been able to expand throughout Spain and further from our borders.

The easing of restrictions due to the improvement in the pandemic situation has made it possible to hold the meeting of national and international delegates in person in Lucena, where the organization's headquarters are located.

Infrico delegates from all over the world recently got together to carry out different training sessions, meetings and work sessions to establish synergies among those present and keep abreast of the operation and evolution of the company in each territory.



These annual meetings with delegates serve to encourage innovation and creativity by keeping information flowing, and therefore, achieving a competitive advantage. Likewise, beyond serving to share experiences, see what's new and receive training on different topics, they are also useful for improving productivity and performance, as well as progress towards a mission or objective.

One of the highlights of these days was the presentation of the new Infrico showroom, a new space where products such as showcases, cabinets and refrigeration or freezing tables, among others, can be seen in situ.

First-hand and for the first time, the national and international delegates discovered the different exhibition environments created such as a restaurant kitchen, a pastry shop, a bakery, a hotel buffet and even a laboratory so as not to lose any detail of our products. This space will be used so

that customers interested in the different Infrico refrigeration cabinets can get to know why our products are at the forefront of technology and eco-design.

At the annual meeting held at Infrico, the delegates also made an extensive visit to the Infrico facilities and factories, as well as those of other group companies such as Impafri, Infrico Supermarket and Infrico Medcare. National and international delegates were pleasantly surprised by the global growth of the organization.

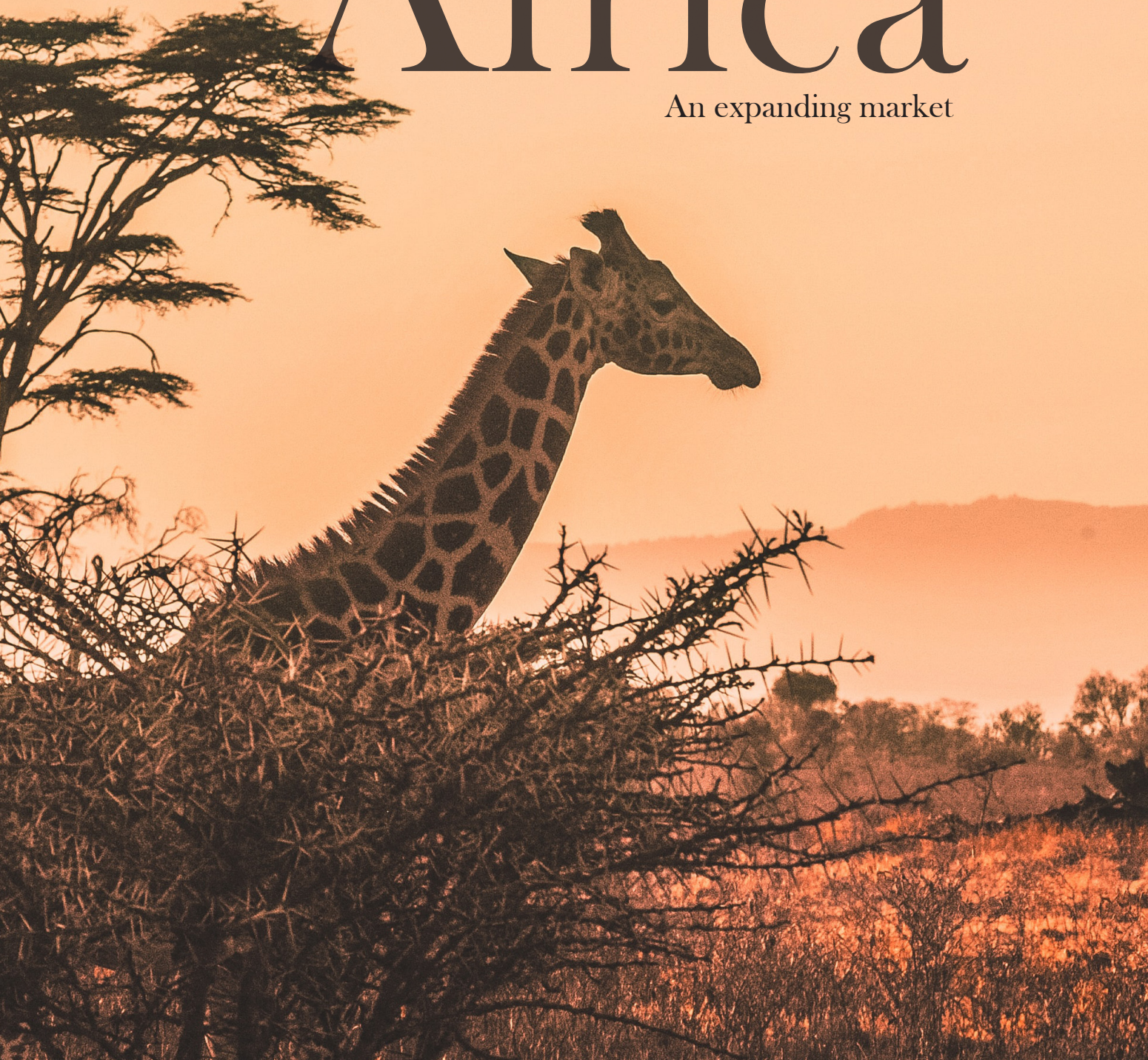
With clients all over the world and leaders in the national market, the company, which is in a continuous process of growth and expansion, currently has more than 700 employees with 13 branches in Spain and 16 abroad. The latter highlight the broad global sense of the organization and its presence on all continents.



EMERGING MARKETS

Infrico in Africa

An expanding market



INTERVIEW WITH:



*Aziz
Bouhartan*

Africa and Saudi Arabian Export Manager



1 What are the main African markets for Infrico and how has the branch evolved since its origin?

- Infrico Morocco was created in 2009 with the aim of developing the Moroccan market. This goal was achieved in the early years. In this sense, the ambition went further and the Infrico Group set itself the new goal of developing the African market. We started with the North African markets with a lot of ambition; however, this ambition was stopped by the revolutions in this territory. From there, the strategy was oriented first towards West Africa and then East Africa, until finally reaching the islands of Mauritius and Madagascar. The last country that is managed from Morocco is Saudi Arabia, now showing enormous growth.

2 What are the emerging markets or countries with the most business opportunities in your opinion?

- According to the specifications of our products, they are countries with tourism and strong urban development such as Morocco, Tunisia, Egypt, Mauritius, Kenya, Senegal and the Ivory Coast.

3 What is the difference between Africa customer and European or Middle East customer?

- In Africa, there is a vertical distribution channel controlled by a few companies and with a mixture of exclusive brands for the same distributor, which in most cases is the benchmark in the market and which sometimes offers technical service for the direct customer channel.



4

What value do local distributors have in Infrico's marketing and after-sales chain?

- In African countries, the distributor is the important and only engine driving marketing and after sales.

5

What does Infrico offer to the African market?

- With experience in European markets, Infrico offers the emerging market the same quality of products and new trends found in franchises and hotel and supermarket chains worldwide.

6

The current context marked by the pandemic, the rise in raw materials and energy, what do you foresee on the horizon for the African market?

- The African market is more price oriented, and the current rise in raw materials means that part of our customers will go to suppliers that offer lower quality equipment.

7

In Africa, what are the entry barriers to the markets?

- In Africa there is no common market like in Europe. It is true that there are common economic zones, but with different tariff barriers reaching up to 40% of the value of the merchandise. There are also non-tariff barriers such as each country's own certification at the entry of goods between countries in the same area. Logistical problems for landlocked countries must also be added to this.





Grupo Infrico®



PARTICIPATING



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