

Grupo Infrico®

Nº 6th JULY 2022

NEWS

RECOGNITION TO JUAN TORRES

**TWENTIETH
ANNIVERSARY
AT AFAR**

**PERSONALISED
DECORATIVE
FINISHES FROM**

INFRICO SUPERMARKET

NEWS

WE EXHIBITED AT

**NRA CHICAGO
TRADE SHOW 2022**

ART & DESIGN

**NEW CATALOGUE
INFRICO MEDCARE 2022**



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NEW INFRICO MEDCARE CATALOGUE 2022:

Art & Design

*Working hand in hand to give a
unique experience to the user.*

Infrico Medcare is pleased to present the 2022 catalogue. It is a completely renewed, with a more functional grouping of products, structured in 8 blocks, with all the company's products and improved content.

The first block is dedicated to the history and values of the company that, year after year, allow it to have as its mission to be the first Spanish manufacturer of refrigeration equipment for sensitive products, guaranteeing the highest quality range and, at the same time, complete peace of mind to all its users.





In the context of a benchmark company in the sector, Infrico Medcare reflects in the catalogue the strategic axes of growth and the key points of business development. These points are:

Customers

Work always oriented to the satisfaction of the end user. Cutting-edge design and technology to offer total safety and maximum quality.

Innovation

Efforts in innovation and quality improvement, a commitment that has been certified and recognized with various international awards.

Commitment

With society: social responsibility as an economic and development agent: wealth, dissemination of knowledge and experiences, development, and innovation projects.

With the environment: proper management of natural resources, proper treatment of waste, as well as recycling and reuse of materials.





This catalogue, together with those that have been launched during the first half of the year by the rest of the companies that make up the Infrico Group, brings together art and design to provide greater visibility to the product, while being more accessible and functional for the user. In short, the design of this Infrico Medcare 2022 catalogue is clear, clean and intuitive and plays a fundamental role in the new catalogue.

*“brings together
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to provide greater
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The second, third and fourth blocks of the new catalogue are dedicated to **Pharma Care, Health Care and Lab Care**, respectively. In Pharma Care, the INVERTER technology takes centre stage in the Infrico Medcare equipment, which, thanks to this innovation, achieves greater temperature stability, together with a lower noise level and, of course, outstanding energy efficiency.

Similarly, **in the Health Care block, the range of refrigeration equipment for blood banks** is highlighted, with reliability, safety and ease of use as its main objectives, and in the **Lab Care** block, the different models used to conserve the most sensitive items, such as antibodies, bacteria or viruses, cells, culture media, cytokines, enzymes, biological products, etc.

In the aforementioned blocks you can find the different models of refrigeration cabinet according to the needs of each user, either by size, characteristics or final use of the same. **Infrico Medcare highlights in this new manual a fundamental principle of the company: “we take care of all the details”. This basic pillar is reflected in the following sections of the catalogue**, dedicated to optional equipment -according to the needs of each client- and complementary equipment (modular cold rooms and shelves, chest freezers, ice or washing machines).

All this shows that the customer is at the centre of any action and business decision.

Infrico Medcare does not stop here and goes one step further in terms of user experience. The last blocks of the new catalogue are dedicated



“We take care of the details”

to customer service, to customized solutions, offering a personalized advice service with a technical office available to customers so that they can explain their most complex projects, and finally there is a table model for product selection.

Thanks to this new catalogue, the user can have a greater knowledge of the product, obtain more information and have a more agile and intuitive catalogue.

SUCCESS AT THE FAIR!

NRA

SHOW

CHICAGO

The NRA (National Restaurant Association Show) Trade Show in Chicago that took place last month was a huge success.

After the interruption due to the pandemic, the NRA came back stronger than ever and with some very special moments.

On this occasion, the event was marked by the specialization that all the companies had in food and hospitality equipment.

There were only seven Spanish brands under the umbrella of Horeca Equipment, among which the Infrico company could not miss.





Chicago is the main destination for Spanish exports of hospitality equipment outside of Europe



More than 40 sectors from all over the world related to food services and from more than 100 countries gathered at one of the most important fairs in the world.

A large number of visitors among clients and friends where Infrico was able to carry out various actions.

During the four days of the fair, hundreds of people came to the Infrico stand to inquire about the new products. **At the stand we were able to present the new ERC Merchandiser, the new AGN Slim Line in glass or solid door and the different showcases** with their variety of finishes and colours depending on the needs of each client and establishment.



Four days of intense meetings both by the team from the headquarters that travelled to Chicago and by the Infrico USA delegation. A great team effort!

PRESENTATION OF THE NEW 2022

INFRICO

USA CATALOGUE



At the NRA Show, Infrico USA had the opportunity to present the #infrico2022 catalogue to all its customers and suppliers.

This catalogue stands out by the art and design featured in it. In addition, it contains a much more intuitive and manageable system, having the information available at a glance.

In it you can appreciate all the new features of this year in a more intuitive, comfortable and artistic way. All this without losing sight of the technical characteristics, as well as the design of all the products.

Infrico commits one more year to innovation and goes one step further in design. Offering the same quality, innovation and sustainability as in their other markets, but adapting to the standards of the United States.

INFRICO USA AWARDS

During the fair, the **First Edition of the Infrico Awards** was also held. A very special ceremony with different winners. First of all, to Kaufmann & Associates for their ten years offering their services as a representative. **Infrico's New Shining Star Award went to Jim Day and ASM**

Culinary Equipment. Lastly, to Mike Hermick of Allied Technologies for his Exceptional Dedication.

A magical night recognizing the work and effort of different personalities from the hospitality sector.



AFAR RECOGNIZES THE TRAJECTORY OF

Juan Torres

one of our founders

The Refrigeration Manufacturers Association (AFAR) celebrates twenty years. For this reason, it wanted to pay tribute to three of its founders, Juan Torres, Joaquín López and Juan Sáez, for their professional careers.

The dinner took place at the Palacio de la Dehesa Gardens. There, different mentions of recognition were delivered to outstanding components of a group that today represents thirty companies in sectors such as commercial refrigeration, industrial refrigeration, air conditioning or refrigeration components.

Juan Torres, one of the founders of Infrico, has been at the helm of the company for more than thirty years.

It started with other partners in 1986, in a small warehouse, and in 1992 there were already 60 employees. Currently the Group has more than 700 employees.

Torres is aware of the importance of hard work.

The ability to associate is essential to continue growing and unifying objectives to take the Infrico Group and AFAR to the top, worldwide.

The event was also attended by the Minister of Finance and European Funds, Juan Bravo, who stressed that we are in a sector in which Spain competes worldwide. **He spoke about the importance of Lucena, referring to the fact that if someone mentions the city, “they link it to the cold, and that is talking about Andalusia,** and those capacities, of generating practically 90% of the cold products produced in Spain, which it is made in Andalusia and in Lucena”

AFAR brings together thirty companies in the refrigeration sector, has been generating employment for twenty years and is also one of the main economic engines of Andalusia. In



2021, the firms integrated into AFAR, which also operates as a cluster, invoiced 485 million euros, with 400 million concentrated in Lucena. And it is that Lucena, in that sector, maintains almost 2,900 jobs out of a total, generated by AFAR, throughout Andalusia, of just under 3,400.

Joaquín Peñalver, president of AFAR, stated that the group of companies currently has people with high training, with great capacity for work and effort.

In addition, he pointed out that it is thanks to the founders that they have created the foundations for the significant growth of this sector, making it where it is right now, both in terms of turnover and employability.

The president pointed out that since the 1990s the association has been on an unbeatable path, with projections for the future, innovation, and commitment to the company.



Some points OF INTEREST

- AFAR has been representing one of the strongest and most innovative sectors of the industry in Andalusia for twenty years, the group of Refrigeration and Air Conditioning.



- It has three fundamental pillars: export potential, technological commitment, and adaptation capacity.



- In 2021, the Association's companies invoiced 485 million euros. Of which 400 million euros are from companies based in Lucena.



- The group of companies that make up AFAR generated 3,394 jobs. Of which 2,887, 75% of the total are based in the city.





NEW GOURMET DECORATIVE *Finishes for* *VEX experience* DISPLAY COUNTERS

Innovation and sustainability are the basis of the current business model that Infrico Supermarket is developing. On the one hand, innovation is widely linked to the customer, on which business actions and policy are based; that is, the customer is always at the centre of any action and lives on in the minds of those responsible for designing the products.

All the new products that are launched on the market have a single purpose: the satisfaction and improvement of the customer experience, which always includes sustainable development.

Infrico Supermarket, as a promoter of innovative and functional products for customers in the refrigeration furniture sector, launches the new Gourmet decorative finishes for Experience VEX display cases.

Communication at the point of sale has become a fundamental tool for commercial transactions

The purchasing habits of consumers are increasingly inclined towards **a more direct contact with the product** and from this reality, the attractive and personalized presentation of the product becomes vitally important.

To cover this need for customization in the butcher, delicatessen or ready-to-go food areas, the Gourmet finishes of the Experience VEX display cases have been created to distinguish the sales area with personalized finishes

The "Gourmet" finishes available for VEX Experience Cabinets are:

- Wood finish decorations in "natural oak"
- Micro-cement decorations available in three colours:

- Chocolate brown RAL 8028
- Anthracite Gray RAL7016
- Granate RAL 3003





Anthracite Gray micro-cement decorations

At Infrico Supermarket we are aware of the importance of personalization and of having a premium brand image, which is why we have launched the new Gourmet finishes for Experience VEX display cases.

Undoubtedly, the greatest peculiarity is that they allow to differentiate the sales area with a high quality finish.

With this innovation in the product called “Gourmet”, the distribution and decoration acquire a fundamental importance, giving the role of protagonist to the showcase. Within this framework, Experience VEX showcases are updated to offer a premium brand image and a differentiating factor.



Natural Oak wood finish decorations

The multiple options offered with the Experience VEX cabinets allow you to have a completely personalized finish, being able to choose between different colours. A special mention must go to the impact that light exerts on these elements in these showcases. We must bear in mind that, as part of the decoration, the objective of lighting is to have a functional purpose of seeing the objects inside, as well as an aesthetic one to enhance the products.

Bringing together all the elements and characteristics of the Experience VEX cabinets, this is a product that stands out for its high aesthetic and functional value.



Grupo Infrico®

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