

Grupo Infrico®

Nº 7th OCT 2022

NEWS

*Special report on the
LATIN AMERICAN TRADESHOWS*

DESIGN

New
CATALOGUE
IMPAFRI 2023

TRAINING IN
the Middle East

INFRICO GROUP

INTERVIEW WITH

OUR SALES REPS IN LATIN AMERICA,

*Fernando Toro &
Giovanni Pedrazzoli*

PRODUCT



www.infrico.com

NEW RANGE
DRY AGED BY INFRICO

PRODUCT



 Infrico



INFRICO IS COMMITTED TO

Creating Esquisite meat

Our meat aging products cover
the requirements for the most
demanding restaurants.



Dry aging of meat is preferred by experts, specifically the Dry Aged technique.

Thanks to our highly efficient digital controllers we can maintain a perfect atmosphere for the different parts. The air, the separation of the pieces and the control of the evaporation of the water are essential for this culinary process because a fifth of the volume is lost and the flavours are concentrated.

Depending on the type of meat, they can be matured for up to 28 days and at a temperature between 1°C and 3°C. Thanks to our system, all this can be regulated according to each piece.

At Infrico we continue our innovation and specialization so that each product is used in the best possible way without losing its properties, preserving quality and flavour. That's all thanks to this new technology

This is due to the fact that we manage to eliminate excess water, and the flavour of the meat is therefore more concentrated. All of this in a protected environment, where the humidity, temperature and air control are perfectly controlled.

With these meat aging units, what we achieve is that the product maintains an incomparable temperature, flavour and juiciness. In addition, while all this is happening, customers will be delighted to be able to see the process of what they will later be enjoying.



This can be done by being 100% efficient. In addition, we continue to cover the needs of an increasingly demanding sector with specialization.

Depending on the size and requirements of each establishment, we can find different models.

There are showcases and cabinets with one or two doors depending on the piece, with shelves or cabinets to place each piece in the best possible

way. The finishes are in black lacquered steel and AISI 304 aluminium steel, always taking care of the design of our products in detail. The glass doors make each one of the exposed products, the meat, look good.

A new Infrico product with the highest quality, innovation and design on the market that complements the current range of meat ripening cabinets.





NEW IMPAFRI 2023 CATALOGUE

Design and style

Ample and accessible information
about our products.

At Impafri we want to present to you the new Impafri 2023 Catalogue, where we offer our customers extensive and accessible information on our products.

Thanks to its new design and styling, we have added more information and details about our products.

The idea is to show, in a clear and simple way, all our products, whether they are consolidated and well-known, as well as all the new products that we offer this year.

We add higher quality images, clearer and more detailed explanations showing all the features, functionalities and advantages of each of the products we offer.

Everything we do is always aimed at satisfying our customers, adapting the products to their needs and demands. We want to help meet your needs and expectations with the highest possible quality, design and technology.

The Impafri 2023 catalogue shows the new design of the **IE2 Service Door**, a pivoting door for pedestrian use for moving from one area to another. Ideal for rooms where food is handled and specially designed to facilitate cleaning and disinfection.



In the new range of products for rails and protections, we include in our portfolio some innovative aluminium structures with self-supporting meat hooks, to avoid making holes in the interior of the coldroom. This gains mobility, efficiency and durability. We also present more effective protections with greater durability at a lower cost, which are more resistant and easier to install.



Similarly, in the Impafri 2023 catalogue we have included the new range of modular pathological chambers, adaptable to each client according to their needs. And with the great advantage that they completely isolate the interior of the enclosure, preventing leaks of liquids, odours and bacteria.

In addition to the new products, all our products are clearly shown in a and renewed way, allowing better accessibility to information and design.

**Do you want to know more?
Then download the new
IMPAFRI 2023 catalogue.**





INFRICO STRENGTHEN ITS PRESENCE IN

México, Colombia & latin america

participating in
ABASTUR y en ExpoAcaire.

ABASTUR, held in Mexico, and ExpoAcaire, which took place in Colombia, are two of the most prestigious fairs in the world in the hotel and restaurant sector and in the air conditioning, refrigeration, and thermal districts sector, respectively.

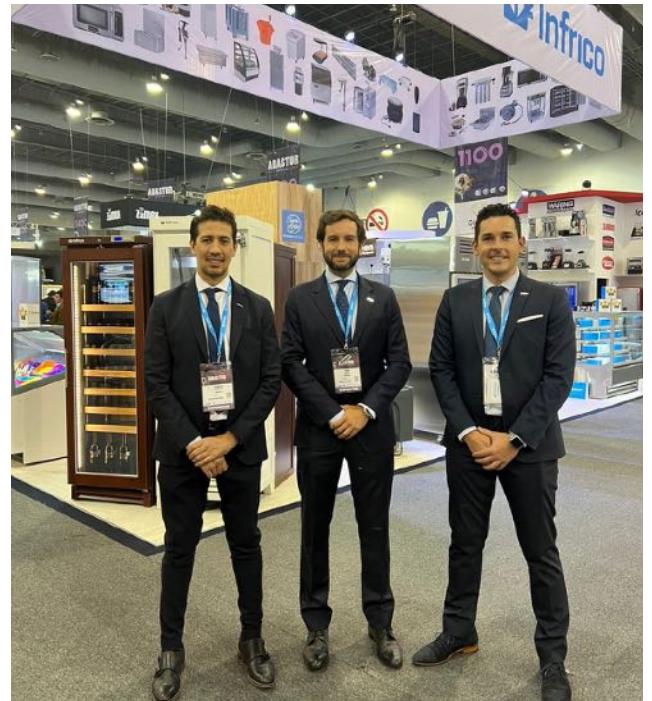
Infrico, hand in hand with its delegations, played an active role with its own stand at both fairs.



After two years in which the way companies operated and changed as events adapted to the digital world, face-to-face events are gradually returning, showing the strength of on-site communication, the need for people to meet again physically and the added value that represent the fairs from the commercial point of view.

ABASTUR was held at the Citibanamex Center in Mexico City from August 31 to September 2, allowing visitors to enjoy specialized pavilions with applications and innovations from leading exhibitors and brands in the sector. This is a space where the most important suppliers and buyers for the hotel, restaurant and cafeteria (HORECA) industry go.

The event created for HORECA professionals from Mexico and Latin America had a significant number of attendees, who were able to discover the new products at the stand of Infrico and Sinergias Institucionales, a distributor for Mexico located in Guadalajara, which promotes the growth of the brand throughout the country.



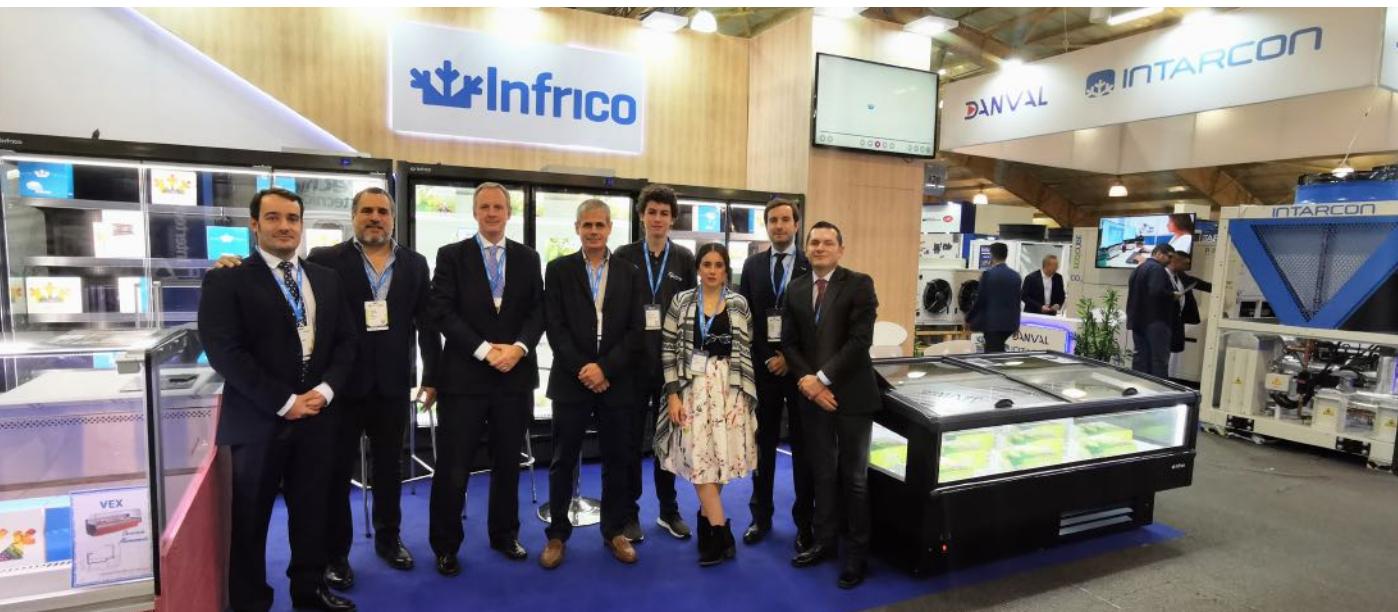
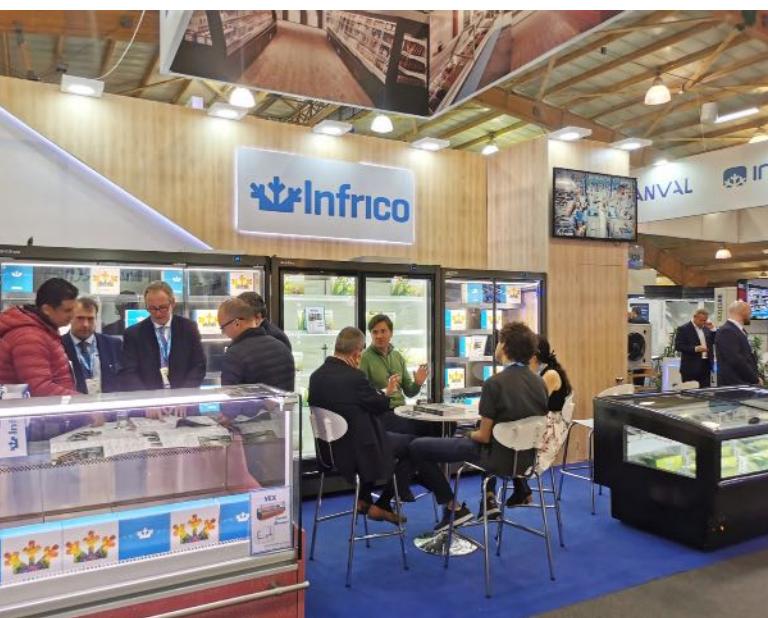
Increase in the opening of hotel and restaurants.

There are countries in Latin America, as is the case of Chile, that have experienced sustained growth in recent years, **with the HORECA sector being one of the protagonists due to the increase in the opening of hotel and restaurant establishments, with which an increase in the purchasing power of the population and a commitment to promote tourism.** This reinforces Infrico's business idea and vision of reinforcing its presence in a strategic market for the company.

Infrico leads the commercial refrigeration sector after having focused on seeking people's well-being and building a better future through the development of specialized and efficient machinery, which guarantees perfect cold storage, ensuring the full satisfaction of who trust in the company's equipment for their restaurant business.

Infrico leads the commercial refrigeration sector after having focused on seeking people's well-being and building a better future





Similarly, Infrico has increased its reach potential in the Southern Cone with its presence at Expoacaire, which is one of the most important fairs in the world of hospitality. **This fair was held from September 26 to 30 at the CORFERIAS International Business and Exhibition Center in Bogotá, Colombia.**

Organized by Acaire, the Colombian Association of Air Conditioning and Refrigeration, and with more than 240 members from the air conditioning, refrigeration and Thermal Districts sector, Infrico, together with its delegation in the country, had its own stand to show its products and facilities.

Infrico, in its desire for growth and development, continues to work with the aim of generating the best solutions for professionals in the sector.



We speak to

FERNANDO TORO Y GIOVANNI PEDRAZZOLI



INFRICO REPRESENTATIVES IN LATIN AMERICA

How has the delegation evolved since its inception?

FT: Infrico has been in the American market for more than a decade. Over the years, commercial delegates have been incorporated with experience in the commercialization and installation of projects in the HORECA sector and supermarkets in countries of the region, all of this has a positive influence so that our clients trust our brand and feel supported in alliances for the long term.

What does Infrico offer in these markets?

FT: We have one of the best portfolios for the LATAM market, we manufacture equipment for the HORECA sector, Supermarkets, Cold Rooms and Cold Hospitals, such as ultra-freezers with operating temperatures at (-86°C), which were an important contribution in the face of the COVID-19 health emergency.

GP: From the point of view of products, we offer solutions for the HORECA and Supermarket sector at a competitive price with high quality, although our main differentiating element is our focus on service and direct attention in the different markets with the different delegations in the region, who are in direct and first-hand contact with current and potential customers.

Are there differences between the client from Latin America and the client from Europe?

FT: We are finding a market in LATAM with a lot of demand in the "EXPERIENCE", since customers want to acquire products that match the setting and architecture of their commercial premises. Colombia is a leader in this factor and, as an example, this year 2022 Infrico has supplied more than 1,000 linear meters in different product lines as part of the so-called "EXPERIENCE" of the end user.

GP: In the current context, given the high level of competitiveness in the industry and the constant entry of new players into the market, all customers press for price with acceptable quality. Despite this context, the European customer is more willing to accept a price premium for higher quality and efficiency. In the Supermarket segment, end customers in LATAM are more used to purchasing high quality and durable equipment.



INSTALLATION ÉXITO WOW-COLOMBIA

In an economic context marked by global instability and the rise in raw materials and energy, what horizon do you foresee for the Latin American market?

FT: It is clear that our region is one of the most affected. Clients are developing new smarter investment models where investment costs are lower without affecting the project, mainly supermarkets.

In Latin America, what are the main barriers to market entry?

FT: In LATAM, factors such as the price of the product, competing with the Chinese market, the costs of maritime transport, which continue to be very high from Europe, and the lack of having local stock that puts us at a disadvantage with other competitors, influence us.

GP: The main barriers are: tariffs and import quotas, local certifications that are not equivalent to European ones, local manufacturers and transit time.

Why is the HORECA sector important in Latin America?

GP: The HORECA sector in LATAM was experiencing significant sustained growth until the start of the pandemic in 2020. In 2022 a recovery process began that we hope will soon return to pre-pandemic levels. Important hotel projects have been reactivated and mainly every year and new LATAM restaurants are added to the

top lists of culinary critics, turning our countries into important gastronomic destinations. This highly demanding context opens up new and more opportunities for brands like Infrico in the region, since quality hotels and restaurants need to entrust their cold equipment to reliable and quality suppliers.

What are the main markets for Infrico in Latin America?

FT: We want to continue positioning the Infrico brand in countries such as Mexico, Colombia, Chile, Ecuador, the Dominican Republic, and Peru.



INSTALLATION ÉXITO WOW-COLOMBIA

Which are the emerging countries with more business opportunities?

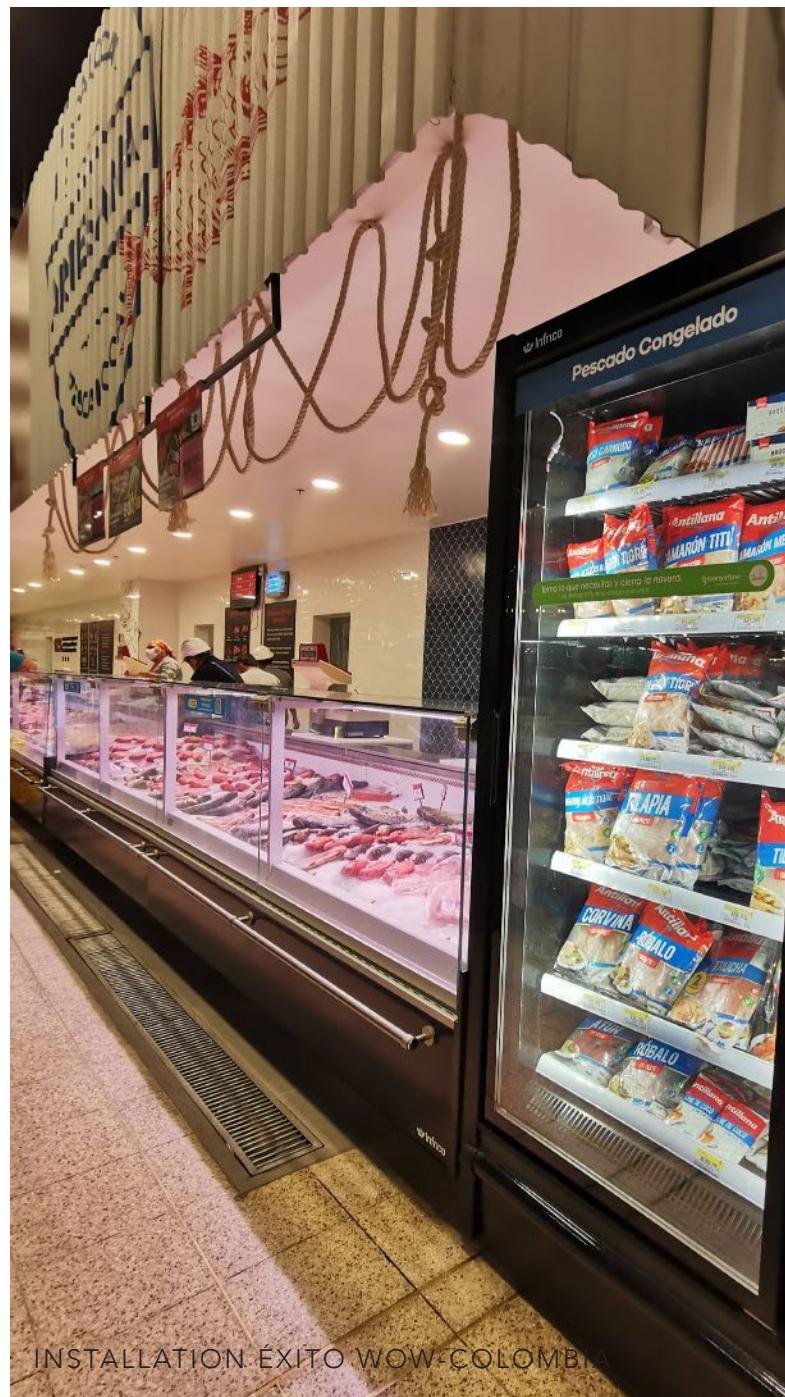
GP: Colombia, Peru, Ecuador and undoubtedly Mexico, as it is the largest market in the region and where Infrico has had a significant presence for several years, as in Chile.

If you had to say why to buy Infrico, what would be the main reason or motive?

FT: We have 3 very important reasons that have helped us in our expansion. First, our portfolio with more than 1,200 references means that customers have everything with a single brand.



Another reason is differentiation, since we want the products displayed to be the protagonists and attract the attention of the end user. And finally, the delivery times; Thanks to our manufacturing plant where we have one of the most modern facilities in Europe and the stock of raw materials that we handle, we are prepared to deliver as quickly as possible.



INSTALLATION ÉXITO WOW-COLOMBIA

THE INFRICO CUSTOMERS *In the Middle East*

carried out training sessions in Oman, the United Arab Emirates and Bahrain to continue with the growth in the territory

Infrico has gathered almost 200 people in the United Arab Emirates for a week to continue their work in this strategic territory for the company with training for customers. The sessions held with clients from the Middle East have concentrated different work dynamics, training sessions and workshops aimed at giving continuity to the growth objectives in this market of special commercial interest for the company.

On the first day, a meeting was held in Muscat, the port capital of Oman, the next day, in Dubai, two sessions were held. The conferences held in Dubai were especially enriching, where in addition the large hotels and premises use Infrico machinery. The third and final day was in Bahrain. More than 200 people attended these trainings and workshops, being a complete success thanks to the support of our local representatives.



“This type of face-to-face training is very important, and we like to see that customers share this opinion. There has been a lot of acceptance and a great influx of technicians from many companies. Having many of our clients together, sharing experiences and working around clear and defined objectives is very relevant for joint growth”, commented those responsible for Infrico in the Middle East.

Together with Infrico's delegate for the Middle East, Sushil Kumar, the technical training of the conference was given by José Burgos, Export Technical Support Manager of Infrico, and Pedro Jesús Jiménez, Technical Service at Infrico Medcare and Infrico.

The market for gourmet products, exclusive or more appropriate to be distributed in the HORECA channel (hotels, restaurants and catering), has grown in recent years in the United Arab Emirates. In this sense, the HORECA channel in this territory is made up of companies that have great logistics and sales capacity. It is a channel that moves high volumes due to the large number of hotels and restaurants and, therefore, it is a sector in constant growth and in which to be present.



Infrico, present at Gulfhost, the most important machinery and hospitality trade show in the Middle East

A promotional banner for the Gulfhost exhibition. The word "gulfhost" is written in a large, bold, black serif font. Below it, the dates "8 - 10 NOV 2022" and the location "DUBAI WORLD TRADE CENTER" are listed. To the right, the text "STAND Z2-B39" is displayed. A large, ornate, stylized egg-shaped graphic is positioned to the left of the text. The Infrico logo, consisting of a stylized crown icon and the word "Infrico" in a bold, sans-serif font, is located at the bottom right.

To reinforce its position in this strategic market, Infrico will be at the Gulfhost fair, which will be held at the World Trade Center Dubai from November 8 to 10, 2022, where the news of companies from the United Arab Emirates, the USA and related international companies will be presented. with the Services sectors for hotels and restaurants.

Infrico will attend this fair with its own stand to continue positioning itself in Western Asia with its commercial refrigeration equipment; a quality machinery that is characterized by its high performance, reliability, energy efficiency and the avant-garde design it offers.

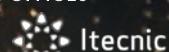
Grupo Infrico®



PARTICIPATING



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