

MAGAZINE

GRUPO

Infrico[®]

Nº 9th MAR 2023

SUPERMARKET

WE WERE THERE AT
EuroShop 2023

ENVIRONMENT

The ozone is on
THE WAY TO RECOVERY

A SPECIAL ON THE DOMINICAN REP

Branch

INTERVIEW WITH
VANESSA & RAFAEL

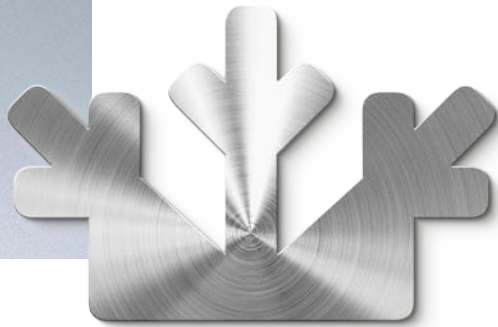
SPECIAL

New **2023**

CATALOGUES



www.infrico.com



NEW 2023 INFRICO CATALOGUE

AN AVANT-GUARD, INNOVATIVE DESIGN TO INVOKE THE CONSUMER.

Grupo Infrico presents its new catalogue. The new edition of this 2023 offers the user a renewed catalogue with an innovative and avant-garde style focused on three colours: black, grey and silver. Since colours influence our feelings and the way we perceive things, it is convenient to know how the different range of colours psychologically impacts our mind.

While it is true that the colour grey is professional and formal and radiates professionalism and experience, black is elegant and versatile and suggests quality and luxury. For its part, the silver colour symbolizes the highest quality steel and visually improves the brand and the product. Under these three main colours, Grupo Infrico has prepared a catalogue of almost 500 pages with a current design seeking beauty in simplicity, where easy and intuitive access to detailed information on all the company's products and current news prevail. year of refrigeration furniture.

New brand for the buffet world

In this new catalogue, a new chapter called Cavas & Dry Aged has been included. In the large space dedicated to the Dry Aging meat aging cabinets, which are designed to achieve the best results in terms of taste, textures and aromas, and in the wine and cava displays, the different models are detailed as well as the main characteristics of each of these.

This chapter replaces those of the buffet, which from now on will find their place in their own catalogue under the new Fribuffet brand. In this way, Grupo Infrico changes the buffet concept to cover the needs of customers within the world of buffets and in the preservation of prepared and ready-to-serve meals.

Warranty extension to 2 years as well as new products.

This is not the only novelty of the company and that is presented in the catalogue, since, on the one hand, there is a new unique product configuration for showcases and murals and, on the other hand, the warranty period for the



products goes to be 2 years old. From now on, the company's products will have an extended warranty, currently the largest warranty on the market. This decision stems from the constant commitment to quality and safety in our work. With this warranty extension we reinforce our commitment to offer high quality products, designed to meet and exceed the expectations of our customers.

Among all the new products that are included in the catalogue, the **RIC cabinets** stand out, which

are designed to introduce the trolleys directly without having to move the products one by one; **ERV PP II** refigured display stand with stainless steel blind door; **Supercooler** beverage cooler, **SCP501** in steel and black Supercooler; **MR H**, ventilated table with humidity control ideal for pastries; **AN401/902 BT PAST**, pastry cabinets with guides for freezing; FC 900 BT/CR, new proofer with blind and stainless steel door; **AC280MDAB**, small black storage cabinet; **VC 1400/2010 MDAB**, closed steel and black maturation cabinet; **VVS/SVS**, new

VITRINAS
gnus



VMG 12 B



Mesas
CONTROL DE HUMEDAD

MR 1620 H

Control electrónico de Temperatura y Humedad.

“ From now on, the company’s products will have an extended warranty, currently the largest warranty on the market. ”

Visión showcases to offer greater visibility of the displayed product and make the shopping experience more rewarding; new **multidecks for cod and cheeses**; and the new restyling applied to the **Magnus Showcases** for bakery and pastry shops and to the Coral Showcases for ice cream.

The new 2023 catalogue thus becomes an essential tool for all customers and professionals who want to know the best solutions in terms of the most innovative and sustainable refrigeration furniture on the market.



NEW friBuffet

CATALOGUE

THE NEW BRAND OF



Infrico, the leading company in the manufacture of refrigeration equipment, has launched its new brand Fribuffet. This launch occurs at a time of renewal in the HORECA sector, and Fribuffet seeks to be an innovative and efficient option in the market.

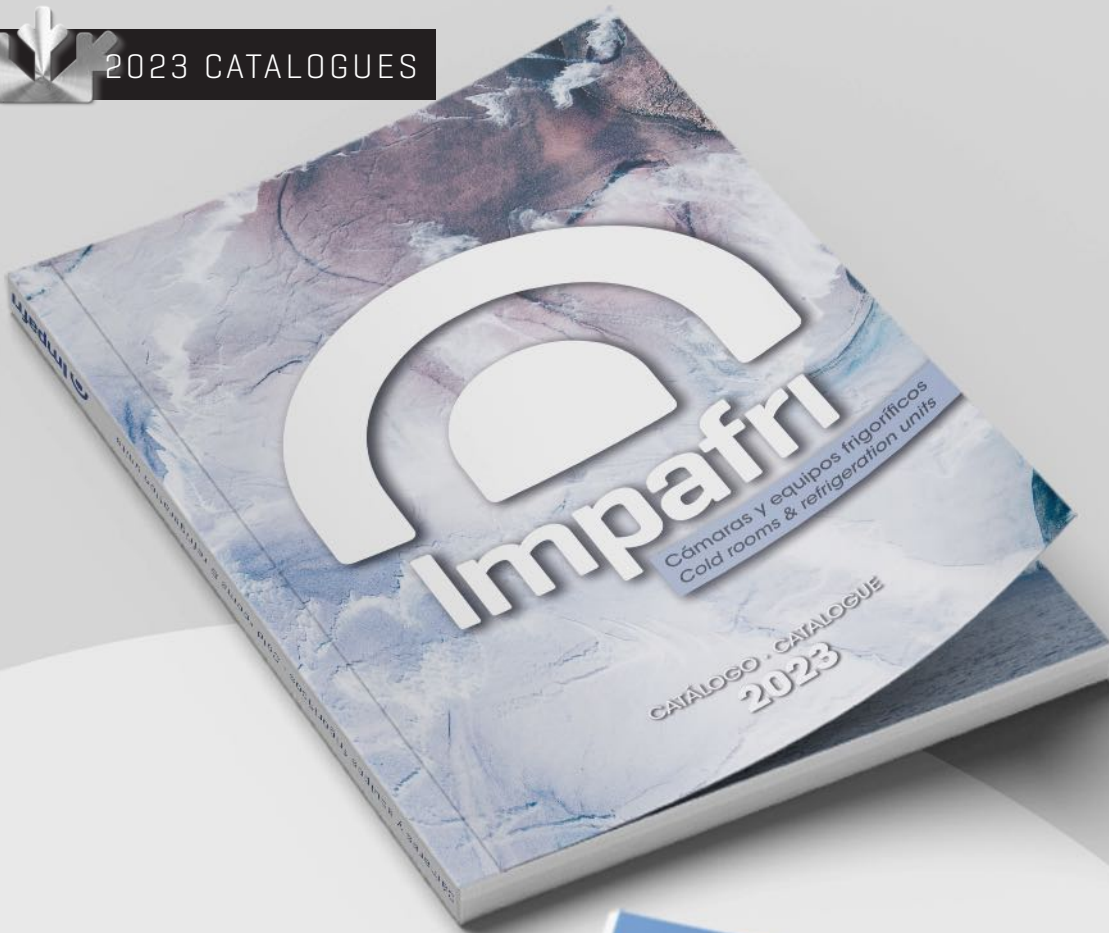
The brand is focused on improving the buffet and prepared food service, for hot, neutral and cold food preservation, without compromising its quality and ownership. To do this, Fribuffet has created different types of furniture, designed to meet the needs of each establishment, with hot or cold elements and a wide variety of elements and accessories that complete this new line.

With the most advanced technology and ergonomic designs, **Fribuffet offers solutions to market needs,** maintaining high standards of quality and energy efficiency. The brand focuses on the comfort of end users thanks to the design of different types of furniture.

The Fribuffet brand is a safe commitment to innovation and design, with the Spain brand and the support of the Infrico Group, a global company that serves customers on all continents and meets the needs of the most demanding customers. In addition, the brand is committed to caring for the environment, applying the latest technology in the manufacture of its equipment.

In this sense, Fribuffet is an innovative and efficient option for those looking for solutions in the **HORECA sector.** Fribuffet products have been designed with the comfort of users in mind, with the highest quality and technology from the Infrico Group.

In summary, Fribuffet is a safe bet for those seeking innovative and efficient solutions in the HORECA sector, offering ergonomic designs, state-of-the-art technology and a commitment to caring for the environment. With its Spain brand and the support of the Infrico Group, Fribuffet is a leading option in the market.



NEW Impafri CATALOGUE

WE ARE EXPANDING
THE PRODUCT RANGE

Discover the new products of the new Impafri 2023 catalogue! This year, the leading cold storage company has presented a series of innovative products that will help optimize refrigeration and food preservation processes in the industrial sector.

The **IMPACONT** Continuous Industrial Panel is one of the most outstanding products in this year's catalogue. This highly resistant and thermally insulating panel is designed for use in large spaces, such as warehouses and food factories, and can withstand extreme temperature and humidity conditions.

Another interesting novelty is the **IMPACLIP** Semi-Industrial Panel, which offers a more economical and simple solution for the construction of cold rooms in smaller spaces. This panel is easy to install and features a unique assembly system that allows for faster and more efficient installation.

For those who work in the health sector, Impafri's new Pathological Cabinets are a perfect solution for the preservation of

corpses. These cabinets are designed to comply with sanitary regulations and offer precise control of temperature and humidity.

Another interesting new product is the addition of White Rooms to the Impafri catalogue. These rooms are ideal for industries that require a controlled and contamination-free environment, such as pharmaceuticals and electronics. They are equipped with state-of-the-art technology that guarantees the quality and cleanliness of the air.

Finally, the Impafri 2023 catalogue includes meat rails and protections, which are ideal for the meat industry. These rails allow a more efficient and safe handling of the meat during its production and storage process, and the protections ensure the integrity and quality of the product.

The new Impafri catalogue offers innovative and efficient solutions for the refrigeration and preservation of food in the industry. With its wide variety of products and its commitment to quality and technology, Impafri is a leading choice in the market.



Infrico Supermarket



EuroShop



2023

THAT'S HOW WE SHOW INFRICO SUPERMARKET'S INNOVATIVE REFRIGERATION DESIGNS TO THE REST OF THE WORLD.

More than 81,000 visitors from 141 different countries came to Düsseldorf to visit the best retail tradeshow in the world.

From 26th February to 2nd March, the German city of Düsseldorf hosted EuroShop 2023, **the most important International Retail Trade Fair in the world and with the widest range of products and services**, offering maximum innovation and quality.

According to data from the Marketing Directo web portal, more than 81,000 visitors from the five continents attended this 21st edition. In addition, 68% of the EuroShop public came from outside Germany, highlighting the clear international component of the largest retail trade fair in the world.

Regarding the aforementioned data, **the increase in visitors from Southeast Asia, Africa and North America is especially positive**. In total, 2023 professional visitors from 141 countries attended EuroShop, including countries as far away as Brazil, Australia and New Zealand, as reported by the leading web portal for advertising, marketing and brand news.

The Euroshop international fair is a platform to present the latest trends and technologies in the retail industry, including the food sector.

In this 2023 edition, many solutions for the food retail industry were presented, including commercial refrigeration furniture. There was a strong presence of sustainable technologies, such as LED lighting and more energy efficient refrigeration systems. Solutions to improve energy efficiency and reduce food waste were also presented.

In addition, the fair also presented technologies to **improve the customer experience in food stores, including personalization and interaction with the brand**.

Data management and artificial intelligence were also hot topics, with solutions to improve supply chain efficiencies and reduce food waste.

Regarding commercial refrigeration furniture, innovative and efficient solutions for storing and displaying food and beverages were presented, including custom designs and modular solutions to adapt to the specific needs of each store.

Infrico Supermarket has been one of the 59 Spanish companies that have taken part in the most important retail fair in the world. The number of exhibitors, from a total of 55 different nations, has grown in this edition to 1,830 exhibitors.

In this edition, the Infrico Supermarket stand was expanded at the Düsseldorf fairgrounds to be able to show all the product innovations, among which the new Experience Innovation range, the Experience MMDG Minimurals, the Compact VCT and SVT series display cabinets and semi-display cabinets, the promotional range Vision VSS and SVS series which includes transparent showcases and semi-display cases for the sale of the promotional product in the sales area. In addition, the main current product ranges were also exhibited, such as the Experience for Eat range of showcases for the prepared food service or the innovative products of the range of cabinets: Supercooler and Dry Age and the new basic buffets of the new Self Service range.

The presence in EuroShop is confirmed as a generator of new opportunities thanks to the different companies and visitors from all over the world and also as a unique opportunity to connect with the sector and keep up to date with news and trends.

The Euroshop fair is an excellent opportunity for manufacturers of commercial refrigeration furniture to present their latest solutions and technologies, as well as to connect with food retail chains and keep up with the latest market trends.





“ Data management and artificial intelligence were also hot topics, with solutions to improve supply chain efficiencies and reduce food waste. ”





Interview

With Vanessa Mora & Rafael Podadera



In this interview, they talk about the evolution and growth of the company in the Caribbean country and surroundings, as well as the profile of the Dominican client and the most demanded refrigeration furniture in this territory.



How has the branch in the Dominican Republic evolved since it opened?

RP: Precisely this year is our 10th anniversary in the Dominican Republic, so we are celebrating. Upon arrival in the country, practically everything that was supplied from our Infrico brand was done through Spanish companies with interests in the country's incipient hotel chains, the vast majority of them with Spanish capital.

It has been an arduous task to attract HORECA installer clients who, throughout these years, have given us their trust, have believed in us and our products, which is why we have grown together with them, who year after year have been incorporating equipment of Infrico within its portfolio and offers, both for projects in restaurants, hotels, minimarkets and supermarket chains; and present them in their establishments within their stock options.

How important is Infrico's refrigeration furniture for the hotel zone of Punta Cana, La Romana and Puerto Plata, among others?

RP: The hotels, bars and restaurants sector, which covers all the tourist areas in the Dominican Republic, has had constant growth in recent years, with the exception of the pandemic year, when hotels and companies supplying our equipment closed. However, the country and the authorities reacted correctly and we can say that we have been one of the first countries to overcome this crisis and therefore return to the path of growth in the HORECA sector. This implies a greater number of visitors and a lot of product rotation, which is why quality, design and, above all, efficient equipment is increasingly demanded. The entire generation of Infrico R-290 equipment is proof of this, which is why we have generated trust and loyalty by offering a product that meets the needs of the sector and meets the highest quality standards.

**What can the Dominican client find in Infrico?
What is the main differentiating element
compared to other companies in the sector?**

VM: The Infrico Group over the past 30 years has grown in different lines of business. Thanks to its divisions we can offer not only refrigerated furniture for hotels and restaurants, but we also have equipment for the medical area, supermarkets and panels for cold rooms.

There are several elements that set us apart: the design of innovative products, the excellent finish, energy efficiency, the quality of the equipment, quick response, excellent after-sales service and delivery times make us stand out and we are becoming a benchmark in the Dominican market.

Infrico has an extensive commercial network in Latin America and the Caribbean with offices in several countries. How do you work to reach such a large territory and offer a quality service?

RP: Several are common factors. Infrico's constant growth in these markets has a lot to do with its R&D strategies and actions, the constant concern to create equipment with the best Energy Efficiency and maximum respect for the environment and, of course, the great work of our salesman in attracting customers by sending the information of our teams in commercial visits and their subsequent follow-up.

The delegates who represent the brand have focused on creating strategies that have become actions to build customer loyalty, providing support, advice and building trust. Our experience in the refrigeration sector reflects a good brand image, which translates into reliability on the part of all our customers.

Are there differences between the Dominican client and the client from other neighbouring countries?

VM: The Dominican client is highly influenced by the American market. It demands durable equipment, demanding both in terms of delivery, as well as the quality of the equipment, and requires a quick response from the after-sales service, in addition to the demands in terms of price, given the different options of our products in the market. I have to say that we exceeded those expectations with our Infrico equipment.

“Thanks to its divisions we can offer not only refrigerated furniture for hotels and restaurants, but we also have equipment for the medical area, supermarkets and panels for cold rooms”



How do Dominican customers value the uses and applications of propane, R290, in Infrico's refrigeration compared to other much more polluting gases?

RP: Global regulations on fluorinated gases are evolving and the Dominican Republic has not been left behind, it is among the countries adhering to the Montreal Protocol and its subsequent Kigali amendment, which they signed in 2016 to restrict the use of certain refrigerants such as HFCs. and HFO under the REACH regulation.

At Infrico we have been one of the pioneers in introducing this gas into our equipment and in carrying out the relevant training courses in the country for its correct use, so our Dominican client has had no problem adapting to market demands in favour of environmental care.



With a wide catalogue of refrigeration furniture products, which ones currently have the most sales? What characterizes them or makes them more popular?

VM: Currently, the refrigeration equipment with the greatest demand in the Dominican Republic are preparation tables, refrigeration and freezing cabinets, self-service and buffet line, display cabinets and wall displays, pastry and ice cream cabinets, as well as blast chillers. The quality and design, as well as the speed in the delivery times, make us a good choice for our customers.

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

RP: We prefer Infrico because we are pleased to promote refrigeration equipment from a manufacturer with more than 30 years of experience in the market, which continually invests to offer products with the highest quality standards and market demands, incorporating new trends every year, with new designs and products.

What is your strategic vision for the development and growth of the Infrico brand in the Dominican Republic for this year?

RP: This year we will continue with our loyalty actions for our current customers, and our usual quick response and personalized attention.

We are also working to implement an excellent after-sales service. And, of course, we will continue with actions to offer and present our product catalogues to new potential customers, presenting our novelties for the Horeca, supermarket and biomedical sectors.



We are getting

THANKS TO EVERYONE'S
EFFORTS.



“R-290 refrigerant is one of these alternatives, and its use in the refrigeration industry is becoming more common due to its safety, sustainability, and energy efficiency.”

ting there,

The ozone layer is on the way to a full recovery. It is expected that by 2066 it will recover in the Antarctic, in 2045 in the Arctic and in 2040 in the rest of the world.

For many decades, the ozone layer has been one of the most worrying environmental issues for humanity. It is a gaseous layer found in the Earth's atmosphere, and its main function is to protect us from harmful ultraviolet (UV) radiation from the sun. However, beginning in the 1970s, certain chemicals, especially chlorofluorocarbons (CFCs), were found to be damaging the ozone layer, which could result in serious health and environmental problems.

The scientific community and governments around the world have taken steps to address this problem. In this way, different alternatives to harmful gases were found. **One of them is the R-290 refrigerant, also known as propane that Grupo Infrico uses in different products.** R-290 is a natural refrigerant that does not contain chlorine or

fluorine, which means it does not damage the ozone layer or contribute to global warming. Additionally, R-290 has a significantly lower carbon footprint than other refrigerants, making it a more sustainable alternative. R-290 is also highly energy efficient, meaning refrigeration and air conditioning equipment using this refrigerant is more energy efficient.

At the Infrico Group we believe in a green, sustainable industry, concerned about the environment and energy efficiency that takes care of the planet.

In summary, the recovery of the ozone layer is a global problem that has been successfully addressed thanks to international cooperation and the use of sustainable alternatives. R-290 refrigerant is one of these alternatives, and its use in the refrigeration industry is becoming more common due to its safety, sustainability, and energy efficiency. It is important that we continue to embrace these sustainable technologies to protect our planet and ensure a healthier future for future generations.



GRUPO Infrico®

 Infrico  Infrico
medcare  Infrico
Supermarket  Impafri  friBuffet  bu
YOU

 Infrico  Infrico
France USA

PARTICIPATING

 Inditer  INTARCON

BRANCH OFFICES

 dicafri  Itecnic



www.infrico.com

EDITION BABAIT TECHNOLOGY SL
babait@correo.babait.com