

MAGAZINE

GRUPO



Infrico®

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PRODUCT AND DESIGN

# FRIBUFFET

CUSTOM SELF-SERVICE

NOVELTIES

## White Rooms

IMPAFRI'S NEW PRODUCTS

SUSTAINABILITY

## A green BET

*Don't Miss!*



# TRADE FAIRS 2023

MILAN · MADRID · ISTANBUL · DÜSSELDORF

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# Gruppo Infrico

Exhibits its potential at **Host Milano**, an essential event for the company's international and commercial strategy





INTERNATIONAL  
HOSPITALITY EXHIBITION

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*In Milan we presented sustainable products that were a great success among those who visited us.*

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HostMilano is a date marked in red on the calendar. This important fair for Infrico and the HORECA sector, held in Milan (Italy) from 13th to 17th October, has welcomed more than 180.000 professionals from 166 different countries, consolidating its leadership and showing itself as a worldwide reference for the whole industry.

**Infrico could exhibit its products in Milan focusing on three elements: design, innovation, and sustainability.** The main objectives during this fair were concentrated on increasing the visibility of our brand at an international level, strengthening our presence in the HORECA sector and presenting the company's new brand, called Fribuffet, as well as the Magnus display cases and our innovative water circuit system, Waterin, among other things.

Infrico's satisfaction is sky high because we could achieve our business goals and show the latest in technology and design of refrigerating units.

“Our technological advances benefit our customers and business partners in helping them achieve a high level of excellence in their operations. We're committed to innovation to satisfy the constantly changing needs of the industry”, says José María Torres, Infrico's CEO.

Sustainability is top priority for Infrico, being a key element of our company's vision and values. On this, Infrico's Marketing Manager, Antonio Mendoza, says: “In Milan we presented some sustainable products that were a great success among those who visited us. These products incorporate environmentally friendly and efficient refrigerating technology, just like our Inverter cabinet or the Waterin system, which help our customers reduce their carbon footprint, meet their environmental objectives, and save costs in the long term”.

Lastly, it's important to emphasize the importance of Infrico's international presence for our growth, since being at HostMilano provides us the opportunity of establishing contact with distributors, potential customers, and business partners in global markets.





# Interview: Antonio Mendoza

MARKETING MANAGER · INFRICO

What were the main objectives that Infrico intended to achieve with its participation at HostMilano 2023? Have they been reached?

Our main objectives were to increase the visibility of Infrico at a global level and strengthen our presence in the HORECA sector, as well as let the world know about our new brand FRIBUFFET.

What novelties has Infrico presented at this edition of HostMilano?

Our new brand Fribuffet, designed to meet the increasing needs when creating modulating spaces in the restaurant business. We also presented the new Magnus display cases, the Waterin system...

In a highly competitive market such as the hospitality equipment one, how does Infrico stand out and attract the attention of HostMilano's attendees?

We focus on three key elements: design, innovation, and sustainability. At HostMilano we showed the world the superior quality of our units and refrigerating solutions, highlighting how they help the hospitality industry be more efficient and sustainable.

Sustainability and energy efficiency are topics of interest nowadays. What kind of sustainable initiatives or products has Infrico exhibited at HostMilano and how are they aligned with market trends?

Sustainability is a priority for Infrico. At the fair, we exhibited products that include ecological and energetically efficient refrigerating technologies, such as the Inverter cabinet and the Waterin system, which help our customers reduce their carbon footprint and save costs in the long term. Our products are aligned with current market demands and environmental concerns.

What are the promotion marketing strategies that Infrico has used during the fair to maximize the visibility of the company and generate interest in our products?

To maximize our visibility, we use integrated marketing strategies. That includes active participation in social media and the creation of an attractive exhibition space to highlight our state-of-the-art refrigerating solutions and where we present our different products and their features.



# Interview: Jose María Torres

CEO · INFRICO

**Why the global presence of Infrico is important and how does this fair contribute to the expansion of the brand into new markets?**

Our global presence is essential for Infrico's growth. HostMilano offers us the opportunity to establish contact with distributors, potential customers, and business partners in international markets. This is crucial to expand our presence across the world and promote our refrigerating and hospitality solutions.

**What novelties and outstanding technological advances could be seen at Infrico's stand at HostMilano and how did they benefit the company's customers and business partners?**

At our stand in HostMilano, attendees could see the latest in refrigerating equipment technology and design. We presented state-of-the-art products and solutions that optimize the efficiency, productivity, and profitability of hospitality businesses. Our technological advances benefit our customers and business partners in helping them reach a high level of excellence in their operations. We're committed to innovation to satisfy the constantly changing needs of the industry.

**"Sustainability" has been the fair's leitmotif. Why is it important for Infrico?**

Our approach to sustainability is written on the design of our products; we prioritize the energy efficiency, the use of environmentally friendly resources and the durability of these. In addition, we're constantly innovating to develop different solutions to help our customers operate in a more sustainable manner and meet their own environmental objectives. Sustainability is a long-term commitment for Infrico and an essential part of our vision and corporate values.

**As the head of Infrico, what's your opinion about HostMilano?**

This fair is a paramount event for our company and the whole industry. We've met and exceeded our business objectives, and this has let us show that Infrico is at the cutting edge of design, efficiency, and sustainability, which is fundamental to this ever-changing market. Our participation at HostMilano is perfectly aligned with our strategic vision of becoming a global leader in the commercial refrigerating industry.

**Will Infrico return to HostMilano in 2025?**

Undoubtedly. It's a date marked on the calendar since the company was founded almost 40 years ago and it's essential for our commercial strategy.

# Infrico

Expands its horizons participating at Hostech  
by **TUSID Istanbul, in Turkey!**





A new edition of Hostech by TUSID Istanbul was held from 20th to 24th September. This is an international trade fair, very popular in the area, specialized in equipment and technology for hotels, cafés, and patisseries.

This fair gives the opportunity to exchange ideas with our professional environment, establish contact with sales agents and advertise our products. In this scenario, Grupo Infrico presented a wide range of products and solutions that emphasize our commitment to innovation and sustainability.

“We are proud of having presented here, in Istanbul, the most innovative products on the market to the main players in the sector. For us, this symbolizes a way to reach more markets and make our positioning and business strategy known”, said our company’s management after the event.

The participation of Grupo Infrico was a great opportunity to show our commitment to environmental sustainability.

The organization has been working really hard on reducing our carbon footprint and improving the energy efficiency of our refrigerating units. In this regard, we presented some solutions that comply with the strictest environmental regulations and, what’s more, help hospitality businesses reduce their environmental impact.

Beside our commitment to sustainability, the company emphasized our focus on technological innovation with products that can be monitored and managed remotely. All in all, Grupo Infrico keeps showing our commitment to excellency and sustainability, which position us as a reliable partner for hospitality businesses across the world.





Grupo Infrico will be with Infrico

# Supermarket e Impafri

at C&R, the edition with more exhibiting companies





C&R 2023, the main event in the air conditioning, ventilation, heating, plumbing and refrigeration industry in Spain, is held at the IFEMA Exhibition Center in Madrid from 14th to 17th November, turning this city in a great reference platform for the sector.

This fair has been growing slowly but steadily until becoming, this year, the most relevant edition due to its size: there'll be 23% more exhibiting companies and a surface increase of 42%, making a total of 22.160 m2.

Infrico Supermarket, which will be in Hall 7 stand D10, will present the latest product lines and solutions that, as a result of hard work, are oriented to optimize and reduce the energy costs and take care of the environment. In this respect, Waterin is one of our newest products. This innovative water refrigerating system, which works

with a natural refrigerant gas (propane R290), helps the customer save energy and reduce their environmental impact.

On the other hand, Impafri will be at the same Hall, number 7, but its stand will be next to Infrico Supermarket's, D09. The company from Grupo Infrico will present before thousands of national and international attendees its traditional and best-selling refrigerating chambers and its new industrial doors, as well as one of its latest innovations, the White Rooms, and the continuous industrial panel IMPACONT.

Doubtlessly, this will be a meeting point for professionals around the world for them to know the most innovative products and discuss issues like sustainability, energy efficiency and reduction of their environmental impact.

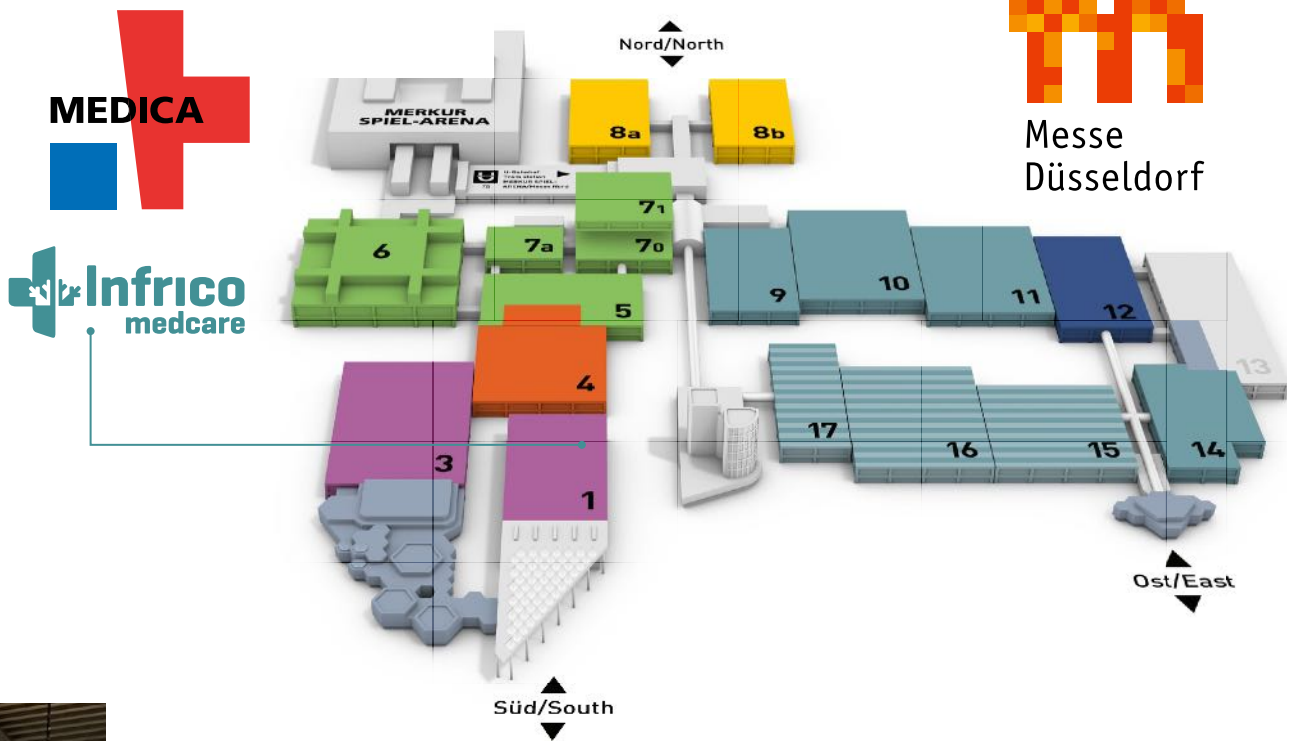




# Infrico Medcare

Infrico Medcare at the German fair about **healthcare**  
and **sanitary technology**





New appointment at the most important fair in the healthcare industry and medical technology. Infrico Medcare will be in Düsseldorf (Germany) at MEDICA 2023, from 13th to 16th November, to let the world know about the latest news and the reliable equipment from the Pharma Care, Health Care and Lab Care ranges, where the ultra-low temperature units at  $-86^{\circ}\text{C}$  stand out.

Infrico Medcare will be in this western city of Germany to show everybody the wide variety and flexibility of its equipments, the latest technological and functional advances of its vertical ultrafreezers and a lot more. This annual fair gathers the most important companies from the health sector, and Infrico Medcare won't miss the opportunity to attend.

For four days, the Infrico Medcare team, who will be in the North Rhine-Westphalia capital, will look after the attendees and the sector users who are interested in our wide range of highly efficient products.

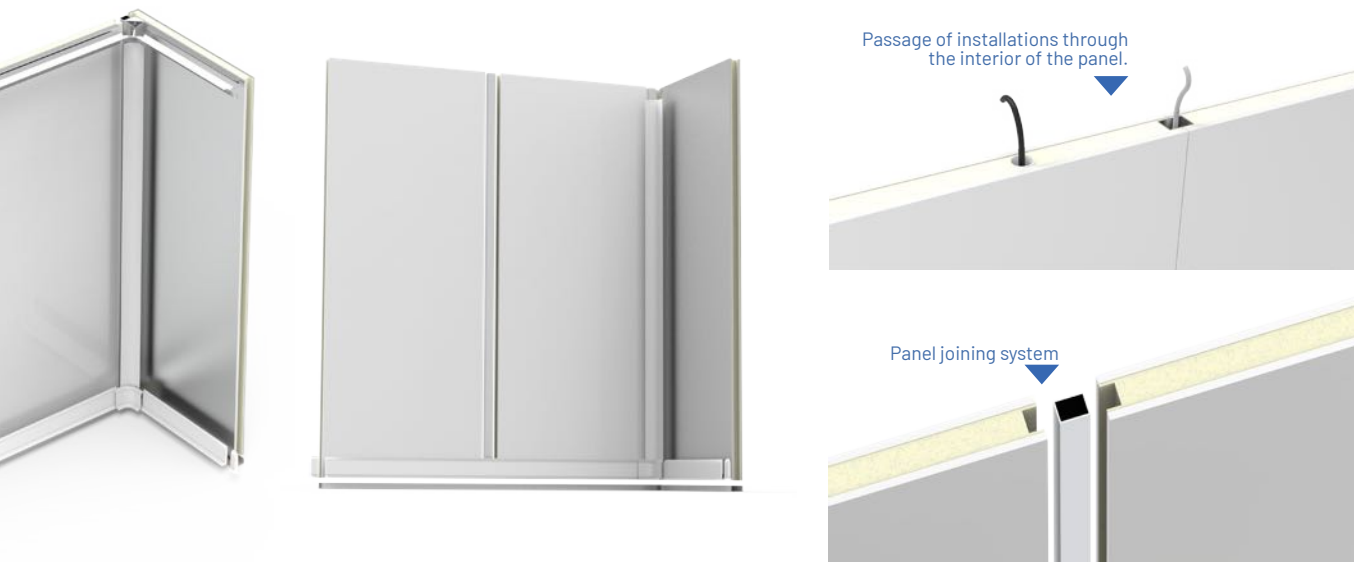
More than 5200 companies from 70 different countries, 100 startups and more than 120 professional lecturers are confirmed to be at MEDICA 2023. These figures speak for themselves about the importance of the event.

Upon attending this fair, Infrico Medcare expects to improve its positioning in the international market.

# White Rooms

IMPAFRI's new **compartmentalization system**





A White Room is one of the most innovative and suitable technical solutions to build an enclosure system of walls, ceilings, floors, doors, and accessories. This modular building system is flexible and can adapt to the needs of each installation, and it's also transformable, so it's easier to make modifications and add extensions without carrying out a new construction.

This way, the modification or redistribution of the areas can be done quickly and at a low cost. White Rooms are indispensable for many companies and factories that need a clean and safe space to develop products or services

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*Considering the necessity of creating a place to develop processes and operations safely, respecting the quality of the product and preventing contamination.*

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Among the general characteristics of Impafri's White Rooms, the ones that stand out are the compartmentalization system (using 60 mm thickness modular panels assembled with hidden aluminum profiles), and the pressure-injected polyurethane core (45 kg/m<sup>3</sup>) with no contact between the different (interior and exterior) sides, to avoid thermal bridges.

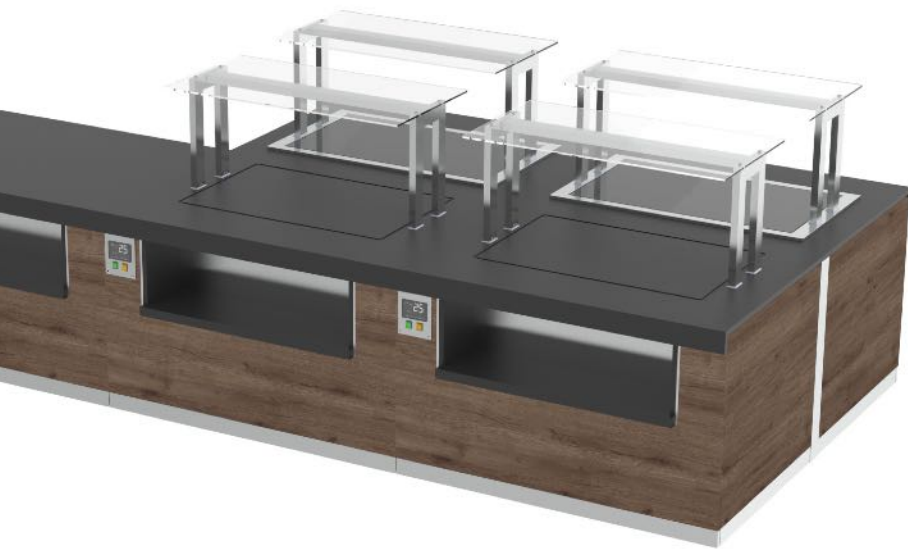
The finish of the panel depends on the purpose of the White Room. Impafri offers different types of coating for the walls, such as: galvanized and polyester pre-lacquered (25 μ) steel sheet with a disposable protective film, galvanized steel sheet with PVC finish, AISI 3004 and AISI 316 stainless steel, and phenolic resin.

Also, other important features of Impafri's White Rooms are the fact that the panels are joined by means of hidden aluminum profiles with an empty space to place an installation inside, the different types of lights specific for these chambers and the flushed doors to make cleaning easier and prevent bacteria.

# Fribuffet:

**CUSTOM SELF-SERVICE** to create unique  
and functional environments





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*The state-of-the-art technology and adaptable design offer customers, designers, and architects a wide range of possibilities to create unique atmospheres.*

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One of Grupo Infrico's hallmark is the adaptation to the customer's needs. This year, with the objective of satisfying the needs of HORECA customers, the company has launched a new brand: Fribuffet.

Fribuffet is born to revolutionize the concept of "buffet" and "ready meal" (hot, neutral, and cold preservation), without endangering their quality or properties. On this point, the company wanted to go further and, apart from creating new kinds of furniture, has joined three key characteristics in a new line: quality, functionality, and design.

The state-of-the-art technology and adaptable design offer customers, designers, and architects a wide range of possibilities to create unique atmospheres and 100 % functionality. Choosing the appropriate refrigerating furniture is essential to enrich any environment.

This way, professionals like architects and interior designers can find in our brand the perfect solution

for their different projects. Fribuffet combines the quality of the materials with the latest technology to preserve ready meals, along with a refined design and a delicate aesthetic, which is decisive to attract the attention and spice the atmosphere up.

As we're the manufacturers, we can design a special composition that can adapt to the characteristics of each business –may it be a restaurant, a hotel or a café– and the needs of the customer.

In Fribuffet, all of our products meet the highest quality standards. We develop unique designs with a long lifespan that fit in every environment thanks to their adaptability. We always analyze the different possibilities of the area to offer the customer the best solution.

With the best materials and complying with the strictest quality standards, we offer the customer innovative, efficient and quality products.



# Grupo Infrico

embraces sustainability with more **efficient and environmentally friendly products.**

Day by day, companies consider that it's important to add sustainable projects to their business strategy, because of the social component and its benefits. Year after year, Grupo Infrico continues to intensify its efforts sustainability-wise by making more efficient and environmentally friendly products.

A good example of that is Waterin. This innovative water refrigerating system works with propane (R290), a natural refrigerating gas, and helps the customer save energy (up to 25%) and reduce their environmental impact.

On the other hand, the refrigerator reach in AGB701A has a type of technology called inverter

which targets 2 objectives: energy efficiency and care for the environment. Using this inverter technology we get greater temperature stability, less noise, and an outstanding energy efficiency.

In inverter units, the speed of the compressor is regulated to work at a constant pace and, therefore, in a more efficient way. However, in non-inverter units, the compressor works on the principle of "all or nothing": it works at full speed until the right temperature is reached and then stops.

Grupo Infrico's key principle on sustainability is to keep developing and taking action to fight against climate change while satisfying the customer's needs, who needs environmentally friendly products and services.



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*Grupo Infrico  
continues to intensify its  
efforts sustainability-wise,  
making more efficient and  
environmentally friendly  
products.*

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**REACH-IN AGB701A  
INVERTER TECHNOLOGY**



**DISPLAY MPBWH1  
WATERIN SYSTEM**



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