

MAGAZINE

GRUPO

Infrico®

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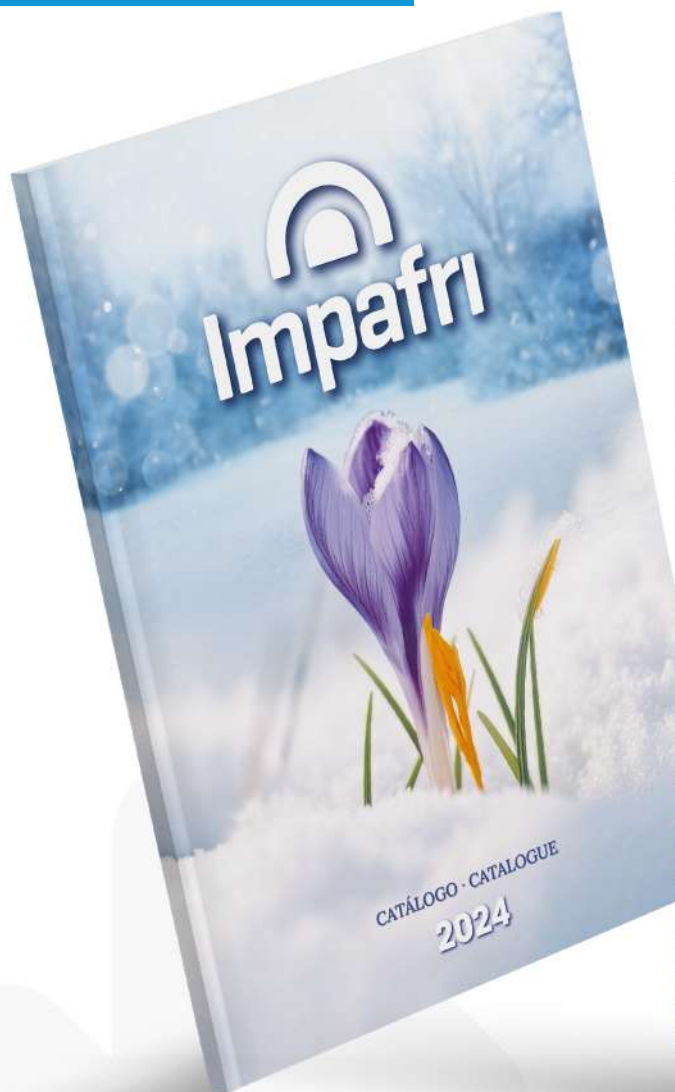
GUEXT
A NEW CONCEPT

NEWS

The Madrid·Centro
DELEGATION
A KEY PILLAR FOR INFRICO



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WHAT'S
NEW

GRUPO INFRICO MAIN PRODUCT NOVELTIES:

In detail in each new catalogue for 2024

Since the beginning of this year, Grupo Infrico has launched its new catalogues for Infrico, Infrico Medcare, Impafri and Fribuffet. Each of these catalogues presents innovative products and significant improvements in their respective lines, reaffirming the group's commitment to quality, energy efficiency and functional design. The main novelties of each catalogue are detailed below.

“Infrico leads the way in product innovations. Infrico has introduced a wide range of products that reflect its continued commitment to innovation and sustainability.”

Among the main novelties are the new **BarStation**, a cocktail bar designed to facilitate the work of bartenders with an ergonomic and functional configuration, and the new **A+ Inverter Tables and Cabinets**, which stand out for their high energy efficiency and help to reduce electricity consumption and environmental impact.

But these were not the only innovations, as **Minimarket ERC50 PH/BT** (compact cooler perfect for small commercial establishments and with advanced functionalities that guarantee the optimal preservation of products) and the new **I-LINE** (more economical and without compromising quality and performance, so that it is within the reach of more businesses), have made the difference.



In the field of cabinets and display cabinets, the new **AC 140MDAB Meat Maturation Unit** is setting a trend for the design that meets the needs of chefs and restaurants looking to offer high quality matured meats.

On the other hand, the new **EVV70 Wine Cabinet**, with its elegant design and optimal preservation capabilities, is perfect for oenophiles and restaurants who want to keep their wines at the perfect temperature, as well as the new Juliet Showcase, which is ideal for displaying products attractively while maintaining freshness.

FRIBUFFET, A SAFE CHOICE FOR ITS CAPACITY FOR INNOVATION AND AVANT-GARDE DESIGN.

Fribuffet has made a significant effort to improve its products, focusing especially on the contract sector and functionality in food services. More refined and elegant finishes have been introduced, perfect for the hotel and catering sector, in addition to the **restyling of Self Service** which, thanks to its renewed design, its self-service stations are now more intuitive and attractive.

In addition, there is a new option to maintain the temperature of food without compromising its quality or taste: **Hot Lamps**. Finally, there are improvements in safety and hygiene for buffets, essential in the current context of greater concern for health, thanks to the new **Screen and Guard Sets**.

IMPAFRI IS COMMITTED TO EFFICIENCY AND FUNCTIONALITY

Impafri has expanded its product line with new solutions designed to improve efficiency and functionality in commercial and industrial environments with clear examples such as the **Glass Trolley Passing Doors for AMPC Cabinets**, which facilitate access and improve visibility inside the cabinets, the new **IW3**

Doors (more robust and durable) and the new **Ice Storage Cabinet**, designed to keep ice in perfect conditions for longer.

There are also **new Impafri units** which, in a simplified way, are divided into **Commercial Compacts** (easy to install directly on the wall of the chamber, with centrifugal versions for condensing air extraction and tropicalised design for ambient temperatures up to 45°C) and **Commercial Semi-Compacts** (also designed for high temperatures, including thermostatic expansion valves and options with centrifugal condensation).

Also noteworthy are the new Impaclip and Impacont Industrial Panels, which are aligned with the company's basic and strategic principles of sustainability. In short, these innovative panels improve energy efficiency and ease of installation in industrial facilities.





'24 NUEVO CATÁLOGO TÉCNICO



INNOVATION, SAFETY AND DESIGN, THE KEYS TO INFRICO MEDCARE PRODUCTS.

Infrico Medcare, in its clear objective of exporting its experience in refrigeration to the health sector, continues to develop specific and adapted products for laboratories, blood banks and pharmacies. For this reason, innovation, design and safety are the three fundamental pillars of its development and growth.

The new **INVERTER range** of -40° freezers and ultra-freezers have less noise and less energy consumption thanks to the improvement of the compressors that stabilise the temperature. These adapt their operation to the needs of the equipment, ensuring optimum preservation of the most delicate products. It should be noted

that thanks to them, we are closer to achieving our commitment to the environment, as they improve energy efficiency. In addition, there are **new -86° ultrafreezers** with a new grid and interior with sanitary radii and **new freezers** for blood plasma.

The launch of these new catalogues and products for 2024 once again demonstrates that the Infrico Group is at the forefront of technology and design in its respective areas of operation within the industry. Each subsidiary has introduced significant innovations that not only improve the efficiency and functionality of the products, but also align with current sustainability and design trends. With these innovations, the Infrico Group continues to consolidate its position as a market leader, offering solutions that meet the growing demands of consumers.



New

DRY AGING

MEAT COMPACT FORMAT

AC140





THE CENTRAL DELEGATION, A KEY PILLAR FOR THE GROWTH OF THE INFRICO GROUP

The Infrico Group's Madrid delegation, inaugurated in December 2010, marked an important milestone for the company by establishing its first site in central Spain. Previously, Infrico operated through stockists in this region, but the opening of the office in the municipality of Getafe provided a significant strategic advantage. The proximity to the A-4 (Autovía del Sur) and the M-50, M-45 and M-40 ring roads was a crucial factor in the choice of location, facilitating logistics and transport from Lucena.

The Getafe industrial estate, where the delegation is located, is a modern and strategic enclave, with important companies from various sectors operating here, wide avenues and a comfortable working environment. **From this location, Infrico covers the entire central area of Spain, including Madrid, Guadalajara, Cuenca, Toledo, Ciudad Real, Avila and Segovia**, extending its reach and improving its capacity to respond to the needs of the market.



A SOLID AND EFFICIENT ORGANISATIONAL STRUCTURE

Javier López, head of Infrico's Central Delegation, has witnessed important changes and improvements in the staff structure. "In January 2023, the management decided to make Infrico Supermarket commercially dependent on the Madrid delegation.

This decision led to the addition of Alberto Gómez, an experienced Infrico salesman, to the Infrico Supermarket team. Gómez has proved to be a valuable addition with his knowledge of both supermarket-specific and HORECA product, which has allowed him to carve out an important niche in the retail sector", he explains. The restructuring of the sales team was completed with the incorporation of José Miguel

Castellano, who together with Alberto Moreno and Javier López make up the team. The Spare Parts department also underwent significant changes with the promotion of Eliezer Ricote, who moved from working in the Warehouse to become head of the department. "Ricote, with his extensive knowledge of the product and the company, has played a crucial role in the improvement of the department", says López, while detailing that "to cover his position in the warehouse, Iván San Honorato joined, who, together with Juan Antonio Sánchez, make up the Warehouse and Logistics team".

The team of nine people is completed by Fabián Elez, in charge of delivery, and Caridad, in charge of administration and customer management. This team has been fundamental for the strategy of the Infrico Group in the Central



zone, not only for its commercial capacity, but also for its efficient logistic management. The office manages a stock of approximately 600 machines in the warehouse on a continuous basis, which ensures the availability of products and a rapid response to customer needs.

Regarding the success of the delegation, López emphasises that it is largely due to the efficient management of deliveries and the close relationship with customers. These strengths have allowed Infrico to offer a quality service, adjusting delivery times and maintaining high levels of customer satisfaction.

FIRST-CLASS FACILITIES

The facilities of the Madrid delegation include a logistics warehouse of approximately 1500 m², with shelving reaching 8 metres in height.

This space allows an optimal placement of the machinery and ensures that the packaging and equipment are kept in perfect condition. The design and structure of the warehouse has helped to minimise incidents due to impacts, reflecting Infrico's commitment to the quality and care of its products.

Thus, the Infrico office in Madrid has proven to be an essential component in the strategy of the Infrico Group. Since its opening, it has significantly improved logistics and customer service in central Spain. Staff restructuring and improvements in different areas have further strengthened its ability to meet market demands. With a committed team and first-class facilities, the Madrid delegation continues to consolidate its position as a fundamental pillar for Infrico's growth and success.



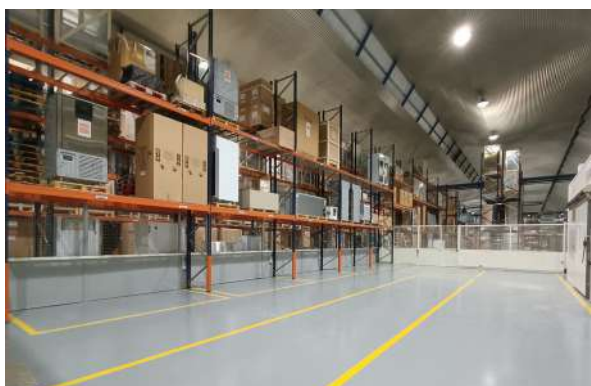
INFRICO ACHIEVES THE EXCELLENCE OF INTERTEK LEVEL 3 CERTIFICATION

Infrico has achieved an impressive feat in the field of quality certification by becoming **the first Spanish company to obtain Level 3 certification in Intertek's Satellite programme. This achievement not only highlights the excellence of its facilities and technical staff**, but also opens up new opportunities in the US market.

The process of achieving Intertek Level 3 certification is an arduous and meticulous journey. **Infrico has demonstrated that its testing laboratory meets the highest international standards** without the need to send its equipment to Intertek's facilities or require the continuous presence of external technicians. This not only represents a significant cost saving, but also gives Infrico valuable autonomy in its certification processes.

Infrico is the only company in Spain to have achieved Level 3 certification, joining an exclusive group of only 32 laboratories across Europe to hold this distinction. This recognition underlines Infrico's commitment to quality and innovation, underlining its position as an industry leader.

*Intertek is recognised as one of the leading
quality certification companies in the United
States and worldwide.



Infrico's journey towards certification began with a careful planning and the **retrofitting** of its equipment to **environmentally friendly gases, such as R290 and R600 hydrocarbons**, instead of traditional HFCs. This change was crucial to comply with environmental regulations and improve the efficiency of its products.

There were three main stages in this journey:

1. FIRST CONTACT: Intertek technicians made an initial visit to evaluate Infrico's facilities and procedures. During this visit, the first tests were carried out under direct supervision, which allowed Infrico to familiarise itself with US regulations (NSF 7, UL 60335_1 and 2_89, ANSI/AHRI 1201, ASHRAE 72).

2. FACILITY IMPROVEMENTS: Infrico invested in the construction of a new advanced climatic chamber, refurbished its existing chambers and acquired the necessary calibrated equipment to comply with the UNE EN ISO17025 standard.

3. INTERTEK AUDIT: During the second visit, Intertek technicians carried out a comprehensive audit to verify the correct application of the American standards. The test reports prepared by Infrico showed that they not only met the requirements, but exceeded them, resulting in final approval last May.

BENEFITS AND FUTURE

The achievement of Level 3 certification is already bearing fruit thanks to the implementation of this certificate in the new R+D+i laboratory facilities in Lucena. Infrico has managed to certify



several families of chillers in a more agile way, which **allows them to market them directly in the United States and the UL zone under the Intertek USA Marking Authorisation.** This achievement not only enhances Infrico's competitiveness in the international market, but also reinforces its reputation as a pioneer in quality and sustainability.

Intertek Level 3 certification is a testament to Infrico's commitment to excellence and innovation.

Being the only company in Spain and one of the few in Europe to obtain this certification underlines its leadership in the sector. **With this certification, Infrico is well positioned to expand its presence in the US market,** offering high quality products that comply with the most stringent regulations.





Success at NRA in Chicago and Alimentec in Colombia

The Infrico Group has once again demonstrated its leadership and innovation in the commercial refrigeration industry by participating in two of the most prestigious trade shows in the sector:

The National Restaurant Association Show (NRA) in Chicago and Alimentec in Colombia. Both trade fairs, held recently, have been key venues for the presentation of Infrico's latest products, and have provided a great opportunity for networking and the generation of new business opportunities.



NRA Chicago: a must-attend international event.

The NRA Chicago trade show, held from 18 to 21 May, was a great success for the company.

Considered one of the world's most important trade fairs in the food service sector, the NRA brought together more than 40 sectors from all over the world and attracted visitors from more than 100 countries. Chicago is also the main destination for Spanish hospitality equipment exports outside Europe, which underlines the relevance of this fair.

During the four days of the NRA, the Infrico USA stand received numerous visitors interested in the company's latest product innovations.

Customers and industry friends alike came to see first-hand the advances in refrigeration technology that Infrico has to offer. The event was an opportunity for meetings, both for the Infrico HQ team that had travelled to Chicago and the Infrico USA delegation, reflecting the joint effort that resulted in success.



Alimentec, the leading event for the food, beverage and HORECA industry in Latin America and the Caribbean

On the other hand, the Alimentec fair in Colombia, held from 18 to 21 June, has established itself as one of the most prestigious events in the food and beverage industry and the Horeca sector in Latin America and the Caribbean. Grupo Infrico stood out at this event, exhibiting its innovative refrigeration products.

With more than 500 exhibitors and 30,000 visitors, Alimentec offered an excellent opportunity to establish new business connections between decision makers and professionals from the food, restaurant, hospitality, wholesale and retail sectors. In addition, the show allowed to improve relationships between stakeholders and to generate strategies in a constantly growing market. The international presence at this edition was notable, with 45% of exhibitors from abroad, representing a 53% increase in international participation compared to the 2022 edition.

"Being present at these international trade fairs is essential for us for several reasons. Firstly, they allow us to present our innovations and products, which is crucial to maintain our leading position in the market. In addition, these platforms give us the opportunity for valuable networking with other industry professionals and provide us with an ideal space to understand market trends and the changing needs of our customers. The direct interaction with visitors and other exhibitors provides us with first-hand

information that is vital for developing solutions that really add value for our customers," says Grupo Infrico.

Participation in international trade shows such as the NRA in Chicago and Alimentec in Colombia is crucial for any company wishing to stay at the forefront of the industry and expand its network of contacts. These events allow products and services to be presented to a global audience and facilitate the exchange of knowledge and experiences with other industry leaders.

"For the Infrico Group, being present at these trade fairs has meant the possibility to showcase its innovations and to reinforce its position as a leader in the commercial refrigeration market."



GUEXT TRADE SHOW



GUEXT

18 TO 21 OCTOBER 2024

IFEMA • MADRID

 **Infrico**

HALL 4 C12



Our Commercial Director, Fran Ramón, was interviewed by Guext, where he highlighted the great opportunity that this trade fair represents to meet and share the innovations of the sector. This long-awaited event will take place at IFEMA Madrid, and Grupo Infrico will be present, actively participating in this great event.

The hospitality equipment industry in Spain is constantly evolving and growing, and it is in this context that initiatives such as **GUEXT**, the International Exhibition of suppliers and services for the Hospitality sector, have arisen. In its first edition, to be held at **IFEMA Madrid from 18 to 21 October 2024**, **GUEXT** promises to become a benchmark meeting point for professionals and companies in the sector.

Grupo Infrico, a pioneer in supporting this innovative concept, highlights the importance of trade fairs and events that promote the sector both nationally and internationally. **In this interview, we have the participation of Lola González, Director of Business Development in Innovation at IFEMA Madrid and of the GUEXT fair, and Rafael Olmos, President of FELAC** (Spanish Federation of Associations of Manufacturers of Machinery for the Hospitality, Collectivities and Related Industries) and of the organising committee of GUEXT. Both give us a detailed overview of the birth, objectives and expectations of this trade show, as well as its novelties and the impact they hope to generate.



How was the idea of GUEXT born? Why now and why Madrid?

Rafael Olmos: GUEXT, International Exhibition of suppliers and services for the Hospitality sector, was born as a response to the need of the Spanish hospitality equipment industry to have a strong trade fair in our country capable of attracting the whole sector and in line with the tourist power that Spain is. Just to give you a couple of facts: Spain is the world's second largest destination for foreign tourists and its hospitality industry, with more than 300,000 catering and accommodation establishments, is a key attraction.

It is promoted by FELAC, that is, from the supply industry itself, being designed to meet the needs of this sector, in strategic alliance with IFEMA MADRID, one of the main European trade fair operators.

The when and where is no coincidence. The decision to hold Guext in October of even-numbered years, the first edition from the 18th to the 21st, is to coincide with the investment planning period for the following year for the hotel and catering industry, and to align it with the international calendar of sector trade



fairs. In addition, we have decided to include the weekend in order to facilitate the attendance of small and medium-sized distributors of hotel and catering equipment.

As for the location, it is because Madrid can facilitate the influx of visitors, both because of its accessibility from anywhere on the Iberian Peninsula and because of its international air connectivity, without forgetting that it is an important commercial hub for the hospitality sector.

With all of this, we are designing a trade fair format that will be the meeting point for the hospitality equipment supplier industry and its sales channel, focusing on the figures of the distributor and installer, and naturally, without neglecting the prescriber and end customer.

What impact do you expect Guext to have on the refrigeration and catering equipment industry in Spain and internationally?

RO: There is no doubt that Guext is set to be the benchmark trade fair in Spain specialising in catering equipment, a sector in which commercial



refrigeration machinery plays a prominent role. The strong support of the manufacturers through FELAC, among which are the main Spanish commercial refrigeration firms, will be fundamental to achieve this objective, as well as to represent at the fair the strength of Spain as a manufacturing industry, leading in technology and innovation, and highly exportable.

In parallel to its consolidation in Spain, we also expect Guext to make its mark on the European trade show scene, as well as becoming a sectoral meeting point for Latin American visitors, thanks also to the excellent connections between Madrid airport and LATAM countries.

This first edition will feature the Be My Guext international buyers' programme, which will attract an outstanding international representation of buyers, operators and distributors. IFEMA MADRID, in collaboration with the Spanish Exporting Manufacturers Association for the Hospitality Industry (AFEHC), is working on inviting buyers from markets identified as priority markets for the sector.

At the same time, this FELAC member association is organising a reverse trade mission with a delegation of specifiers from Mexico to visit Guext.

Infrico has participated in the GuexTour, could you tell our readers a little more about this idea? What does it consist of and what is its purpose?

RO: The GuexTour has been a network of meetings with the main sector prescribers in key locations in our country to show what the differential objectives of the fair are and what opportunities it will offer. This presentation tour ended on 30 May in Madrid after having visited Valencia and Barcelona in 2023 and San Sebastian, Lucena (Cordoba) and Madrid in the first quarter of 2024.

In these conferences we have had the participation of the major players in the sector who have shared their concerns, experiences and needs through keynote speeches and round tables on trends and challenges of the industry or examples of success stories.

Lucena was an obligatory stop on the GuexTour due to the large presence of the refrigeration sector, with the participation of Infrico since, as one of the undisputed leaders in commercial refrigeration, it has a lot to contribute to the debate on the current industry, where it is going and what is needed to go down that path in the right way.

Overall, I would like to thank everyone who has been involved in each of the five stops on the GuexTour as the success of this roadshow is a shared success and we hope it is the precursor to a successful trade show.



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