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# WHAT'S NEW AT SUPERMARKET

#### EXPERIENCE **INNOVATION**









Innovation in the commercial refrigeration industry is crucial to remain competitive and meet increasing demands for energy efficiency, sustainability and design.

#### INFRICO SUPERMARKET AS A BENCHMARK IN THIS SECTOR PRESENTS THE NEW GENERATION OF EXPERIENCE INNOVATION MULTIDECKS.

Una iniciativa destinada a transformar espacios refrigerados, optimizando funcionalidad y estética manteniendo la frescura de los productos.

**EXPERIENCE INNOVATION** is a transformation strategy designed to respond to the demands of an increasingly demanding market. It is a comprehensive proposal that ranges from energy efficiency to sustainability, without forgetting the importance of design and product visibility.



# THE SERVINNOVATION APPROACHES OF

- **DISRUPTIVE INNOVATION:** EXPERIENCE INNOVATION includes significant improvements with technologies such as Waterin. This technology improves efficiency and contributes significantly to the reduction of CO2 emissions by using natural refrigerants, such as R290. This refrigerant is highly efficient and environmentally friendly, positioning EXPERIENCE INNOVATION as a sustainable and environmentally friendly refrigeration solution. In addition, the combination of natural refrigerants, such as CO2 and R290, ensures that refrigerated spaces operate efficiently without compromising the natural environment.
- **INCREMENTAL INNOVATION:** product improvement with a focus on energy efficiency, materials, design, control and sustainability. We have optimised the performance and functionality of our cooling solutions.
- **SCALING INNOVATION:** we have introduced new products and customised options to tailor refrigerated spaces to our customers' specific needs.





PLUG IN REFRIGERATION DOORS MULTIDECKS



#### REMOTE FREEZER FULL GLASS DOORS

#### VALUE PROPOSAL

## EXPERIENCE INNOVATION FOCUSES ON TECHNOLOGICAL INNOVATION AND CONTINUOUS IMPROVEMENT OF PRODUCTS AND SERVICES.

Infrico offers comprehensive solutions that include new types of equipment and additional services that create new customer needs and enhance the shopping experience. This strategy allows retail chains to diversify their portfolio and expand into new markets.

**ENERGY EFFICIENCY:** One of the main challenges in commercial refrigeration is to reduce energy consumption. This is achieved on the one hand with new ECO and ECO T (transparent) refrigeration doors with the lowest Ug transmission coefficient on the market and transparent vertical weatherstripping as standard, and with new freezer doors without heaters as standard ('0 Energy door').



- **PRODUCT VISIBILITY:** product visibility is crucial for sales, as it influences customers' purchasing decisions. Infrico has developed refrigerated cabinets with a larger Total Display Area (+8% TDA), improving product display and visualisation. The new freezer and refrigeration doors are designed to maximise visibility without compromising energy efficiency.
- **DESIGN AND SUSTAINABILITY:** design is at the heart of EXPERIENCE INNOVATION. The new cabinets feature high-efficiency LED lighting and customisation options in colours and finishes, allowing retailers to create an attractive environment consistent with their brand. In addition, Infrico is committed to sustainability through the use of eco-friendly materials and the elimination of unnecessary resistors, reducing environmental impact.



PLUG IN REFRIGERATION OPEN MULTIDECKS







#### PRODUCT RANGE

Infrico launches several product series under the Experience umbrella, each designed to meet specific market needs. The series of closed refrigeration multidecks (MDG, MDGU, MDGW and MDCP), open refrigeration wall units (MPB and MP) and freezer multidecks (MBT, MBTU, MBTW and MBTP), offer versatile options for different commercial applications.

EXPERIENCE INNOVATION is more than just innovation, it is a complete strategy to transform refrigerated spaces. With its focus on energy efficiency, product visibility, customised design and sustainability,

# INFRICO SUPERMARKET IS REVOLUTIONISING THE COMMERCIAL REFRIGERATION SECTOR.

Advanced technologies and a commitment to innovation ensure that these solutions are not only highly functional, but also aligned with global trends in sustainability and efficiency.



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#### LARGE MARKET AND GATEWAY TO THE SOUTHERN CONE

Chile represents a strategic market for Infrico, being an essential entry point to the southern cone of America. Thanks to our strong partnership with Comercial Maquinet, we have been able to establish a significant presence in the country, introducing high quality refrigeration design and technology that is adapted to local requirements. The Chilean food, hospitality and medical industries have welcomed our products with great interest, especially valuing their energy efficiency and commitment to sustainability, key elements in a market that seeks to reduce operating costs and minimise its environmental impact.

Furthermore, Chile is not only a key market in its own right, but also a platform from which we are expanding our operations to other countries in the Southern Cone such as Argentina, Uruguay, Peru and Bolivia. This growth is possible thanks to Infrico's advanced technology, which combines innovation, functionality and design to offer customised and efficient solutions. A recent example of success has been the adoption of environmentally friendly refrigerants such as R290, which reinforces our commitment to the environment.

With Chile as a gateway, Infrico is poised to continue to grow and consolidate its leadership in the region, taking conscious refrigeration to new horizons in South America.

Comercial Maquinet











How would you describe the relationship between Comercial Maquinet and Infrico over the years? What have been the most important milestones of this collaboration?

The relationship between Comercial Maquinet and Infrico has been a solid and strategic alliance, built on years of mutual trust and shared goals. From the beginning, we have worked together to introduce high quality refrigeration equipment to the Chilean market, driving innovation in the food, hospitality and medical industries.

An important milestone was our joint participation in the first Food Service trade fairs in Chile, which allowed us to introduce Infrico's advanced technology to the local market, participating in the first Chile Plant Based congress held at the Food Service trade fair in 2023, where we spoke about Infrico's 'conscious refrigeration'. In addition, the adoption of environmentally friendly refrigerants such as R290 has been another significant achievement, showing our commitment to sustainability and innovation in commercial refrigeration.

Which features of Infrico's products stand out most in the Chilean market and how do they differ from the competition? Infrico's products stand out for their advanced technology, energy efficiency, quality construction and design. These features respond to the specific needs of the Chilean market, where operational efficiency and energy cost reduction are key to the success of any business. Infrico not only meets the highest international standards, but also differentiates itself by offering customised solutions that allow our customers to optimise their space and improve their operational processes. The ability to combine functionality with innovative design sets us apart from the competition in Chile.

#### What are the growth expectations for Infrico in Chile in the coming years? Which sectors or industries present the greatest opportunities for expansion?

We expect sustained growth for Infrico Chile in the coming years, especially in the food and beverage, hospitality and retail sectors, and further growth in the medical sector in our country. The food industry, in particular, is constantly expanding, in Chile this industry is the second most important productive activity and with the increasing demands for freshness and quality in products, the need for advanced refrigeration solutions continues to grow. In addition, industrial kitchens and supermarkets are looking to optimise their infrastructure to reduce energy consumption and increase sustainability. These sectors offer great opportunities for Infrico's expansion.

Infrico is a company that places great value on innovation. How are Infrico's technological innovations perceived in the field of commercial refrigeration in Chile? Are there any recent developments that have been particularly popular? Infrico's innovations are highly valued in the Chilean market. The incorporation of advanced technologies, such as R290 refrigeration, has generated a great deal of interest due to its positive impact on both performance and sustainability. Chef Base refrigerated counters, with their ability to maximise the use of space without compromising thermal efficiency, have been particularly well received. In addition, the hygienic and easy-to-clean design of the equipment has captured the attention of industrial kitchens looking to maintain high standards of food safety.

#### What specific challenges does Comercial Maquinet face in the Chilean market and how do you work together with Infrico to overcome them?

One of the biggest challenges we face in the Chilean market is the growing demand for energy efficient and sustainable solutions. As local regulations become more stringent, customers require equipment that not only meets environmental standards, but also helps reduce operating costs. We work closely with Infrico to communicate and adapt their products to these needs, ensuring that our customers receive equipment that not only complies with regulations, but also delivers high performance. Ongoing training for our sales and service team is also key to ensuring our customers receive the best support.

#### Is Chile the Gateway to the Southern Cone?

Undoubtedly, we can say that Chile is a strategic gateway for Infrico's southern cone. Our position in the market allows us not only to meet local demands, but also to project and expand our operations to neighbouring countries such as Argentina, Uruguay, Peru and Bolivia. How important are sustainability and energy efficiency in the choice of commercial refrigeration equipment in Chile? How do Infrico's products align with these market needs?

Sustainability and energy efficiency are becoming increasingly important in the Chilean market, especially due to growing concerns about environmental impact and energy costs. Infrico's products are perfectly aligned with these demands, thanks to their use of environmentally friendly refrigerants and their focus on reducing energy consumption without sacrificing performance. In addition, the technological innovations they incorporate allow our customers to be more competitive and environmentally responsible and as we like to say creatively:

> From the last corner of the earth, where extreme nature imposes itself on the human being, Infrico Chile 'The persistence of conscious refrigeration' is born



#### WORLD TRADE FAIRS



ABASTUR MEXICO



# **GRUPOSTA INTERCISENCE IN THE LATIN**

STRENGTHENS ITS PRESENCE IN THE LATIN AMERICAN MARKET WITH ITS PARTICIPATION IN THE INTERNATIONAL TRADE FAIRS ABASTUR AND FOOD & SERVICE.

Grupo Infrico continues its firm commitment to internationalisation after its successful participation in two major trade fairs of the HORECA sector and the food industry in Latin America: Abastur 2024 in Mexico City and Food & Service 2024 in Santiago de Chile.

These events have been a key platform for strengthening the brand's presence in strategic markets such as Mexico and Chile, reaffirming its commitment to growth and innovation in the industry.

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This event is one of the main events of the food industry in South America, bringing together the most relevant players in the sector.

The second international milestone, and most recently, was Food & Service in Santiago de Chile, which was held from 1st to 3rd October.

The Infrico Group, in collaboration with its partner in Chile, Comercial Maquinet, presented its range of refrigeration products focused on energy efficiency and environmental care. The fair was an excellent opportunity to showcase the latest in technological innovation adapted to the needs of the Chilean market, characterised by a high level of demand in terms of sustainability and operational efficiency.



CO Chile

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For the company, participation in international trade fairs such as these is part of a global strategy to expand its presence in key international markets. The Latin American market has been identified as a region of great potential due to the growth of the HORECA sector and the increasing demands for equipment that optimises energy consumption, something in which Grupo Infrico has invested significantly over the last few years.

'Our international expansion strategy is based on identifying markets where our solutions can make a significant difference'.



Mexico and Chile are two countries with rapidly expanding HORECA sectors, which demand quality and sustainable technology. Our presence at Abastur and Food & Service demonstrates our commitment to continue developing in these markets and to offer solutions adapted to local needs, always with innovation and sustainability as fundamental pillars', explains the management of Grupo Infrico.

Both events have been an excellent opportunity to strengthen relationships with local markets and explore new avenues for growth in Latin America. Thus, Grupo Infrico continues its mission to position itself as a leader in commercial refrigeration solutions globally, committed to technological innovation, sustainability and commitment to the needs of its customers around the world.



#### WORLD TRADE FAIRS





## The biggest meeting point for the HORECA sector in Latin America

Abastur took place from 28-30 August in Mexico City. This event, recognised as the largest meeting point for the HORECA sector in Latin America, attracted thousands of professionals from the sector.

Infrico Group participated with its strategic partner in the region, Sinergias Institucionales, with a stand where the latest innovations in commercial refrigeration were presented, including, among many others, refrigerated display cabinets and sustainable equipment that are committed to energy efficiency. Visitors were able to get a closer look at the solutions Infrico offers to optimise food and beverage preservation processes, improving both quality and sustainability in the sector.





'In this sense, the participation in Abastur was a success, consolidating Infrico as a reference for Mexican companies looking for high quality equipment.'

In addition, new contacts and partnerships were established with distributors and potential customers interested in bringing Infrico's refrigeration solutions to hotels, restaurants and commercial establishments throughout the region.



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# PRESENTS IN CHILVENTA 2024

## THE MOST INNOVATIVE COLD CHAIN SOLUTIONS AT

From 13 to 15 October, the NürnbergMesse exhibition centre in Nuremberg (Germany) hosted a new edition of Chillventa, Europe's most important trade fair in the field of air conditioning, ventilation and refrigeration. This event, which brings together the most relevant companies in the industry at a global level, served for Impafri to present a series of innovations that will mark its product offer in 2025.

In this edition, Impafri stood out for the presentation of advanced products and technologies that reflect its commitment to efficiency, sustainability and design adapted to the needs of its customers. Among the most striking innovations were the new solutions in industrial doors, industrial panels with innovative finishes, as well as refrigeration equipment designed for commercial and industrial applications.



One of the main focuses of Impafri's participation in Chillventa was the presentation of its range of industrial doors, which included both new products and improvements to existing models:

**IH1:** Commercial pivot door: ideal for applications in commercial environments, this model is characterised by its easy installation and durability, making it an excellent choice for businesses that require functional and robust solutions.

**IH2:** Industrial pivot door: this pivot door model is designed for demanding industrial environments, where fast and secure access is required, without compromising thermal insulation capacity.

**IS2:** this industrial door has been specifically designed to optimise energy efficiency and sustainability in industrial facilities. Impafri has opted for a technology that reduces energy consumption and improves thermal insulation, responding to the current needs of companies seeking more sustainable solutions.

New for 2025, we are introducing improvements to the side guide and the way the door can be adjusted and regulated.



**IW3:** with polypropylene finish: one of the most outstanding innovations is the polypropylene finish, which improves the durability of the door and offers a higher level of resistance to external agents and corrosion, making it the perfect choice for industrial environments with adverse conditions.

Another of the new products presented by Impafri at Chillventa were its industrial panels, which now come in a greater variety of colours and textures, allowing industrial installations to be customised according to the aesthetic and functional preferences of customers.

#### ENHANCING PRODUCTS THAT ARE ALREADY ON THE MARKET

In addition to the improvements in industrial doors and panels, Impafri also presented recent products that have been well received in the market and that the company hopes to continue consolidating. On the one hand, the ice storage cabinets specially designed for petrol stations and other businesses with a high demand for ice, which offer an easy access and high-capacity solution and, on the other hand, Impafri's refrigeration equipment, which stands out for its efficiency and reliability, and are solutions designed for both commercial and industrial environments.

Impafri's participation in Chillventa 2024 was undoubtedly a success. In the words of the company's management, they conclude by highlighting: Chillventa is one of the most important trade fairs for our industry, and having been there allows us to show the world our latest innovations.

The response we have had has been extraordinary, and we are very happy to have presented products that reflect our commitment to efficiency and sustainability.

This fair is a unique opportunity to connect with our current and potential partners, and to continue to position Impafri as a benchmark in industrial refrigeration and air conditioning solutions'.



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INFRICO AND IMPAFRI, AMONG 130 INTERNATIONAL COMPANIES THAT BROUGHT THE BEST SOLUTIONS FOR THE HOSPITALITY SECTOR TO GUEXT 2024

From 18 to 21 October, Infrico Group has been present at Guext 2024, the international trade fair of suppliers and services for the hospitality sector, organised by IFEMA MADRID together with the Spanish Federation of Associations of Manufacturers of Machinery for the Hospitality, Collectivities and Related Industries (FELAC).

This biennial event has established itself as one of the sector's most important platforms, bringing together the latest trends and innovations in equipment, technology and solutions for the hospitality and community sector.



In this edition, more than 130 specialised companies from all over the world gathered to show their advances and novelties, and Grupo Infrico was no exception. The Infricio Group brands, Infrico and Impafri, played a prominent role at the show, presenting their technological solutions and cutting-edge equipment for the sector. Guext 2024 was a unique opportunity for professionals to learn about innovations in machinery, installations, design, technology and services.

One of the most relevant aspects of Guext 2024 has been the participation of international companies from countries such as Italy, Portugal, France, Turkey, Poland and the Czech Republic, **consolidating the event as a global reference for the hospitality sector.** This international focus has allowed the Infrico Group to strengthen its presence in the European market, expanding its network of contacts and generating new business opportunities.

Infrico and Impafri presented solutions that seek to improve efficiency, sustainability and design in hospitality facilities. The focus of both companies on technological innovation and commitment to quality has been well received by the attendees, highlighting their ability to adapt to the growing demands of the sector.

Infrico'spresence was marked by the presentation of its latest-generation refrigeration equipment, which stands out for its energy efficiency and commitment to sustainability. For its part, Impafri focused on its industrial air conditioning solutions, showing equipment designed to guarantee comfort and energy optimisation in large installations. "Participating in Guext 2024 has been an excellent opportunity to showcase our latest technological solutions to the international market. This event allows us to be close to our customers and better understand their needs, which boosts our ability to innovate and adapt to the demands of the sector""

- Antonio Mendoza. Marketing Director of Infrico

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NUESTRA TECNOLOGÍA INVERTER

Guext 2024 has been a resounding success for us. The possibility to exchange ideas and share experiences with other companies and industry professionals has been invaluable. We are committed to continue offering innovative and sustainable solutions for the hospitality sector.

> - Cristina Sanchez. Marketing Manager Impafri

Infrico Group's participation in Guext 2024 is therefore considered by the company to be 'a great success', as it reaffirms its position as a benchmark in technological solutions and equipment for the hotel and catering industry, with a clear international vocation and a commitment to innovation and sustainability.



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