### MAGAZINE GRUPONICO Interestion Interestion

# COMPANY DELEGATES MEETING Strengthening the sector

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Nº 17 April 2025

**INTERVIEW** 

DING WITH

HOPE AND ENTHUSIASM



### NEW CATALOGUES



# NEW DGUES

# GRUPONTE Infrico.

The new 2025 catalogues from Infrico, Impafri, and Infrico Supermarket are now available. The wait is over!

Infrico Group continues to surprise with the launch of its highly anticipated catalogues, each featuring a unique style and offering great utility for both users and industry professionals, thanks to their user-friendly design and product illustrations. These three essential guides showcase the latest in commercial and professional refrigeration, presenting innovative solutions that make a difference in the sector. Att Infrico

# **REFRIGERATION** THAT CONNECTS THE WORLD

Infrico, a leader in commercial and professional refrigeration solutions, introduces its muchawaited 2025 catalogue under the inspiring slogan: "Refrigeration that connects the world." This new compilation highlights the cutting-edge technology and innovation characteristic of the brand, while also reinforcing its commitment to sustainability and energy efficiency.

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In today's hyper-connected world, Infrico embraces digitalisation and the Internet of Things (IoT), integrating smart technologies into its equipment to optimise refrigeration efficiency and control. The company also reaffirms its environmental commitment by utilising Inverter technology and eco-friendly refrigerants like R290, ensuring a reduced carbon footprint without compromising performance.

# FEATURED INNOVATIONS

The new Infrico catalogue introduces several innovations that mark a turning point in professional refrigeration. Notable among these are:

• **SPC1470B:** horizontal Supercooler for enhanced cooling capacity.

• **INVERTER A+ Equipment:** all refrigeration tables and cabinets now feature Inverter technology.

• **AGB PDC/CR:** Pass-through cabinets in 700, 900, and 1400 litres, available with solid or glass doors.

• AGB H: economical American-line cabinet.

• **BC:** SubZero bottle cooler in stainless steel and black.

- EVV90: new economical wine cabinet.
- VMS: restyling of the Seafood Display Case.
- **MSB Display Case:** open countertop display case for over-counter display.

• New Display Cases: Compac and Colombia models.

• **Glace Display Case:** redesigned version, featured on the catalogue cover.

• FMFF: Fast Food Ice Machine.

- DTFC: double-temperature undercounter.
- Hot Display Case: newly redesigned hot display case.repuestos.infrico.com

Spanning nearly 600 pages, Infrico's 2025 catalogue is an indispensable guide for industry professionals. Products are organised into categories such as coolers, tables, cabinets, blast chillers, American-line equipment, wine cellars & dry aging, display cases, supermarket equipment, murals, ice cream and pastry display cases, and hospitality machinery.

Infrico's commitment to innovation, sustainability, and excellence is evident on every page of this new catalogue, reaffirming the company's mission to provide refrigeration solutions that connect and transform the world.

### NEW CATALOGUES



# INFRICO SUPERMARKET HAS INTRODUCED ENHANCEMENTS AND NEW FEATURES IN ITS CATALOGUE TO AID DECISION-MAKING.

The 2025 Infrico Supermarket catalogue presents a refreshed approach, reinforcing the brand's commitment to innovation, sustainability, and excellence in commercial refrigeration. Designed to meet market demands and anticipate industry needs, this catalogue offers detailed product information, facilitating decision-making through its intelligent and structured design.

### A CATALOGUE DESIGNED FOR PROFESSIONALS

This edition significantly improves user experience by organising information more clearly and effectively. Key features include:

- · Renovated graphic design for more intuitive browsing.
- · New product sheets with detailed information on each item.
- · Highlighted technological innovations that optimise performance and efficiency.
- · Sustainable focus with solutions that minimise environmental impact.
- · Optimised content layout to aid decision-making based on improvement criteria.

Among the catalogue's standout features is the new EXPERIENCE range, named INNOVATION. This updated line is designed to create attractive environments that enhance product visibility and ensure optimal preservation, improving energy efficiency through innovation. User-focused design aims to enhance customer interaction with products, ensuring a comfortable and efficient shopping experience. Notable products in this range include:

• Complete range of open and closed murals, suitable for freezing or refrigeration.

• Semi-murals MMDG, featuring double transparent ECO T glass doors.

• VCL COLOMBIA butcher display case series, exemplifying excellence in display solutions.

 Compact series of display cases and semi-display cases for supermarkets.

 VCT display cases for meats and cold cuts, available in traditional service, self-service, and dualtemperature versions.

· SVT semi-display cases, revolutionising retail display solutions.

• Restyled BARCELONA display cases, with or without storage, ideal for food stores and supermarkets.

 VVST VISION promotional display cases, enhancing promotional product sales while improving preservation.

 Waterin, a complete range of commercial refrigeration furniture for storing refrigerated and frozen products, featuring individual R290 units with water-cooled condensation.

 Natural refrigerants: the entire range is compatible with natural refrigerants, including R744 CO2 and R290 Propane.

 New Eco Doors, featuring an innovative doubleglass system with 90% argon-filled chambers, reducing cold loss and operational costs.

 Transparent Eco T Doors that minimise cold loss and eliminate visual barriers, allowing.

### NEW CATALOGUES

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# THE NEW IMPAFRI CATALOGUE: A SPACE FILLED WITH CUTTING-EDGE TECHNOLOGY TO MAXIMISE EFFICIENCY AND SUSTAINABILITY

At Impafri, innovation never stops. With the launch of the new 2025 catalogue, a range of refrigeration solutions is unveiled that redefines industry standards. This year, we continue to push boundaries with high-tech products that combine efficiency, sustainability, and exceptional design.

### IMPAFRI'S KEY PRODUCT INNOVATIONS

The new Impafri catalogue is packed with innovations that enhance the performance and adaptability of our products to any professional environment. Among the highlights are:

• **Polar Max+ Cold Rooms:** Maximum refrigeration capacity with an optimised design for the safe storage of temperature-sensitive products. The new Polar Max+ version features improved sealing at all embedded edges on the floor, ceiling, and corners, as well as easier assembly. Ceilings are supported on vertical panels to enhance mechanical strength and load capacity for mounting refrigeration equipment. The Clipart joining system is maintained throughout the Polar Max range.

• **Glass Door Cabinet and Modular Cold Room:** Solutions that combine visibility and energy efficiency, ideal for retail and display spaces. As a new feature, T8 fluorescent tubes have been replaced with LED tubes, and the interior shelving is now available in black.

• **New Industrial Doors:** New mid-range options for hinged and sliding doors, offering top quality at the best price, with sliding doors available with lateral guide options.

• **Rock Wool Industrial Panel:** A commitment to thermal and acoustic insulation, providing high levels of safety and efficiency.

• New Ranges of Refrigeration Equipment: Designed to meet the most demanding needs, optimising energy consumption while ensuring optimal refrigeration.

At Impafri, every product is designed with the future in mind. Energy efficiency is a fundamental pillar, ensuring reduced environmental impact without compromising performance. With state-ofthe-art materials and advanced technology, our equipment seamlessly integrates into any space, offering the perfect balance between functionality and aesthetics.

# NATIONAL AND INTERNATIONAL **2006 Constrained and International 2006 Constrained and International 2006 Constrained and International 2006 Constrained and International**

National and international Infrico delegates gather in Lucena to consolidate the strategy of efficiency, sustainability, and excellence in the refrigeration sector.







The headquarters of Grupo Infrico in Lucena hosted the annual national delegates meeting from March 10th to 12th—an essential event to consolidate strategies, enhance delegate training, present new developments, and reinforce the company's commitment to excellence and innovation.

These annual meetings, held by Grupo Infrico in recent years, are crucial to ensure strategic alignment, strengthen internal communication, and optimize commercial performance across all regions. They allow the company to: unify objectives and strategies, encourage collaboration and knowledge exchange, improve processes, solve challenges, and reinforce a sense of belonging and motivation.

The first day focused on the presentation of the new Infrico 2025 catalogue, under the slogan "Refrigeration that connects the world," led by the Marketing Director and LATAM Sales Manager, Antonio Mendoza. Additionally, the latest developments in the Fribuffet line were presented by Juan Pablo López, Infrico's Manufacturing Manager, along with the introduction of the ice cream display case project by David Romero.



Furthermore, updates from the By You line were presented by its manager, Francisco Luis Jiménez, as well as the latest advancements in the Kitchen Line, introduced by Andrea Cadamuro. It was a first day marked by the keen interest of national delegates in discovering the solutions that will define 2025 in the professional refrigeration sector.

The second day was dedicated to the presentation of the new Impafri and Infrico Supermarket catalogs. Pedro Caballero (General Manager), Sebastián López (National Sales Manager), and Cristina Sánchez (Marketing Manager) emphasized Impafri's commitment to innovation and sustainable design. Infrico Supermarket, in turn, introduced its new concept "Revolutionize your refrigerated space", focusing on efficiency and commercial space design.

Delegates also received training on Sales Force by Cristóbal Guillén, and on how to use the documentation available on the corporate website.

In an increasingly connected world, innovation and technology—particularly digitalization and IoT (Internet of Things)—took center stage as Natalia Quintero discussed smart solutions that optimize refrigeration and boost energy efficiency. Sustainability remains a cornerstone of Infrico's approach. As a benchmark in Inverter technology, eco-friendly R290 refrigeration, and energy-efficient solutions, Infrico offered dedicated training led by Jorge Chicano, Technical Director of Infrico Medcare & Infrico Horeca. "The annual national delegates meetings are essential to align strategies, share knowledge, and move forward with a unified purpose. They allow us to work more cohesively and offer the best solutions to our customers, with innovation, sustainability, and quality as our core pillars,"

- the Infrico leadership team stated.

With this meeting, where delegates left highly satisfied and motivated to tackle upcoming challenges, Grupo Infrico reaffirms its commitment to continuous improvement solidifying a strategy that remains focused on efficiency, sustainability, and excellence in the sector.



### DELEGATES MEETINGS

# INTERNATIONAL DELEGATIONAL A Step Forward in Grupo Infrico's Global Expansion

Following that, on March 18th and 19th, Grupo Infrico welcomed its international delegates to Lucena for their annual meeting—a key opportunity to share strategies, showcase innovations, and strengthen the company's presence in strategic markets.

During the first day, international delegates had the opportunity to discover first-hand the new Infrico 2025 catalogue, the latest innovations from Fribuffet, as well as the new developments in display cases for ice cream parlours and pastry shops, presented by David Romero.

The day also featured the introduction of Infrico Cloud-IoT, training on the new Kitchen Line led by Claudio Maceria, and a session on Inverter technology. The programme was completed with presentations on the latest updates from Infrico by You, as well as the new Impafri and Infrico Supermarket catalogues, which were introduced and thoroughly explained by their respective managers.

The second day featured sessions on Sales Force, exploration of updates to









the corporate website, and a keynote from Grupo Infrico's CEO, José María Torres, who emphasized the importance of international collaboration in the company's growth.

A highlight of the event was the participation of Infrico's new delegation in Mexico, which despite its recent establishment—actively engaged with the content and showed strong interest in staying up to date and connecting with colleagues worldwide. Coinciding with Infrico Supermarket's visit to Mexico for Expo Antad 2025, meetings were held with the delegation to begin shaping their roadmap for market expansion.

"We want to thank all of our delegations—from France to Mexico and the United States, among others—for traveling to Lucena, sharing their knowledge, and moving forward together. Your participation is essential in promoting our initiatives and sustaining our global growth,"

- the leadership team highlighted.

These meetings enable Grupo Infrico to continue strengthening its commitment to innovation, collaboration, and industry leadership, while also laying the groundwork for tackling future challenges and breakthroughs



# Le Infrico medcare DELEGATION:

Highlighting Marketing Plans and Commercial Strategy to Lead the Healthcare Refrigeration Sector











In the final week of March, the Infrico Medcare delegates met, just as their national and international colleagues did, to review the current situation, revisit company goals, and present marketing plans and commercial actions across various territories.

During the two-day event, held on March 26 and 27, the latest product innovations and their features were thoroughly reviewed. From the compact ultra-refrigeration unit PCF 10 the perfect solution for the rapid and efficient preservation of biomedical samples, being one of the smallest devices on the market while offering the benefits of ultra-refrigeration in a compact size - to the ULTP (a small-sized ultrafreezer designed for under-counter installation), the Pharma Care range refrigeration cabinet (PER08G), and the incubator cabinet designed for plant growth (CTH65S). The sessions also covered all the advantages of IoT, the marketing plan, improvements in technical support, and many exciting projects on the horizon.

Lastly, in addition to addressing the current state of Infrico Medcare and presenting new products, the sessions had a strong training component, with innovation and sustainability serving as the overarching theme.

# GRUPO INFRICO SHINES AT SIRH/+ LYON 2025

Grupo Infrico, represented by Infrico and Impafri, participated with great success in the Sirha Lyon fair, held from January 23 to 27, 2025, at the Eurexpo exhibition center in Lyon, France. This prestigious event, an international benchmark in the Horeca sector, brought together the most innovative companies in the industry, showcasing the latest trends in equipment, products, and solutions for professionals.

Sirha Lyon positions itself as a catalyst for these changes, helping professionals anticipate future challenges and adapt their strategies to thrive in this new ecosystem.







Infrico and Impafri were present at the fair with a stand that stood out for its modern design and cutting-edge product offerings. In fact, Grupo Infrico received the Bocuse d'Or Salon SIRHA France award for its stand, reflecting the commitment to innovation, design, and excellence, not only in their products but also in the experience offered to visitors. Attendees had the opportunity to learn firsthand about innovations in refrigeration and hospitality equipment that have positioned the company as a benchmark in the international market.

Grupo Infrico's participation in Sirha Lyon 2025 served as a platform to consolidate its presence in the French and European markets, as well as to strengthen commercial relationships.

During the five days of the fair, Infrico presented its latest solutions, such as blast chillers, Dry Aged maturation cabinets, and equipment with Inverter technology, which revolutionize energy efficiency by ensuring more stable temperatures with higher performance and lower consumption. One of the highlights was the meat maturers, which, in addition to standing out for their functionality and aesthetics, are designed to guarantee perfect control of temperature and humidity. For its part, Impafri showcased various innovations in refrigeration and its cold rooms, designed with the customer in mind: energy efficiency, durability, and cutting-edge technology adapted to the most demanding needs.

After proudly achieving the Bocuse d'Or Salon SIRHA France and receiving numerous visits at the stands, Grupo Infrico highlighted the importance of being present at fairs of this magnitude:

"It allows us to establish commercial relationships, get closer to our customers, understand their needs, and demonstrate why we are a leading company in refrigeration and hospitality equipment. Sirha Lyon has been a resounding success for Grupo Infrico, both in terms of attendance and interest in our products."

With a notable influx of visitors and great interest in its technological solutions, Grupo Infrico reaffirms its commitment to innovation and quality in each of its product lines. Its presence at Sirha Lyon 2025 has been a unique opportunity to continue growing internationally and to consolidate itself as a benchmark in the refrigeration and hospitality equipment sector.

# Infrico exhibits at north american fair The states at north american fair The states at north american fair The states at north american fair Show 2025 The product innovations that are revolutionizing the market

The Georgia World Congress Center in Atlanta, United States, was in full swing at the end of February, specifically from the 26th to the 28th, to host The NAFEM Show 2025, one of the most prestigious events in the foodservice and hospitality sector.

As exhibitors, and supported by the excellent team of Infrico USA, Infrico had the opportunity to present to the North American public the latest innovations and main product novelties, reaffirming its position as a benchmark in commercial refrigeration and hospitality equipment.





The NAFEM Show, organized by the North American Association of Food Equipment Manufacturers (NAFEM), brings together the leading manufacturers and distributors in the sector, becoming a key meeting point for the exchange of trends, establishment of strategic alliances, and expansion in the U.S. market, a key area within our internationalization strategy.

During the three days, attendees at Infrico's stand were able to learn in detail about the most innovative solutions, designed to optimize efficiency and preservation in the sector. Among the most outstanding products exhibited at the fair were:

• **Dry Aging**, an advanced solution for meat maturation, allowing optimal levels of flavor and texture to be achieved.

• **Bar Station**, a functional concept for the efficient organization of bars and cocktail preparation.

• **Pass Thru,** an innovative double-access refrigeration system that optimizes operability in professional kitchens.

• **Bottle Cooler**, designed to keep beverages at the perfect temperature with maximum energy efficiency.

• **SuperCooler**, a high-performance solution for preserving perishable products.

• Wine Cabinet, the perfect ally for the preservation and display of wines under ideal conditions.

Participation in The NAFEM Show 2025 has been a resounding success, allowing the strengthening of presence in the North American market and generating new business opportunities.

"The United States is a key market for the company. Participating in The NAFEM Show once again provides us with an unbeatable platform to present our innovations and connect with strategic clients and distributors. The public's response has been exceptional, motivating us to continue innovating and offering solutions of the highest quality," stated Grupo Infrico.

Infrico's participation, mainly through its U.S. delegation, adds to the 10 other Spanish manufacturers represented and coordinated by the Association of Spanish Manufacturers Exporters of Equipment for Hospitality and Collectivities (AFEHC). The grouped Spanish participation in The NAFEM Show, included within the '2025 Sectorial Plan for the Internationalization of Hospitality Equipment,' designed by AFEHC in collaboration with ICEX Spain Export and Investments, has resulted in a 57% increase in the number of participating firms compared to the last edition.

Thus, Infrico concluded its participation in The NAFEM Show once again "with great expectations and sensations," reaffirming its commitment to excellence and innovation in the refrigeration and hospitality equipment sector.

# Infrico Supermarket Showcases Its Potential at



# Marking the Launch of Grupo Infrico's New Branch in Mexico

From March 25 to 27, Expo Guadalajara became the epicentre of the retail and Horeca sectors in Latin America with the celebration of Expo ANTAD 2025. Infrico Supermarket shone brightly at the event, establishing itself as a benchmark in commercial refrigeration and equipment.

The trade fair served as the perfect platform to strengthen the company's presence in the Latin American market and reinforce its commitment to innovation and sustainability. Throughout the three days of the exhibition, the Infrico Supermarket stand welcomed numerous visitors, including customers, distributors, and potential strategic partners eager to discover the latest technological solutions.

Attendees experienced first-hand Infrico Supermarket's innovations, focused on energy efficiency, sustainability, and functional design. Among the highlights on display was the entire Experience Innovation range, featuring plug-in open multidecks and plug-in refrigerated multidecks, along with other cutting-edge solutions that generated significant interest.





# The New Grupo Infrico Branch in Mexico Is Established

In addition to the successful participation in Expo ANTAD, the week was especially significant for Grupo Infrico, as the visit to Mexico coincided with the official establishment of the company's new branch in the country. This milestone marks the beginning of a new strategic phase for the company in the region.

Taking advantage of their time in Mexico, meetings were held with the local team to start working on a strategic plan aimed at strengthening the brand's presence in the territory. Their dedication, support, and collaboration were key to making Infrico Supermarket's participation in Expo ANTAD 2025 a resounding success.

"Expo ANTAD 2025 exceeded all our expectations. The trade fair has allowed us to strengthen our relationships with customers and business partners, as well as explore new opportunities in a key market like Mexico. We are especially proud to have had the support of our new branch in Mexico, whose work has been fundamental to the success of the event and in laying the foundation for a solid strategy in the region," stated the management team at Infrico Supermarket.

With its participation in Expo ANTAD 2025 and the opening of the new branch in Mexico, Grupo Infrico, through Infrico Supermarket, reaffirms its commitment to the company's international growth and to excellence and innovation in the industry. Without a doubt, this is a major step towards expanding the brand further across Latin America.









# From Panama to India: how the Infrico brand is connecting with all corners of the world



After starting 2025 by being present at prestigious international fairs in the sector such as Sirha Lyon (France) and Nafem Show (United States), the Infrico brand has also recently been in Panama and the world's most populous country, India.

In Central America, Expo Horeca Panama 2025 was held at the end of February, consolidating itself after its success as a benchmark event in the region. The event at the Megapolis Convention Center, with more than 70 brands and 20 local and international exhibitors, served for Infrico, among these companies, to present the latest trends and solutions for the sector.





This event served to "see firsthand" the dynamism and growing demand of the hotel and gastronomic sector in the region, "where efficiency and sustainability are increasingly valued."

It was added: "Expo Horeca Panama has given us the opportunity to showcase our latest solutions in professional refrigeration, such as our high energy efficiency equipment and innovative design, which have aroused great interest."

A day later, specifically from March 4 to 8, New Delhi was the venue for AAHAR - The International Food & Hospitality Fair, one of Asia's leading fairs in the food and hospitality sector.

Organized by the India Trade Promotion Organization (ITPO), the main trade promotion body of the Indian government, this prominent B2B event, held at the prestigious Bharat Mandapam in New Delhi, has become the sector's benchmark in India thanks to its continuous growth in recent years. Infrico has taken this opportunity to present its most innovative product range, designed to meet the demands of the hospitality and food market. During the five days of the fair, the company exhibited high-efficiency refrigeration solutions, adapted to the needs of a constantly evolving sector with a growing demand in the Indian market.

"AAHAR 2025 has been an exceptional experience for Grupo Infrico. We are very pleased with the great reception we have received in India, a country with enormous growth potential in our sector. This fair has allowed us to connect with clients and distributors, with the aim of making inroads into a market with great prospects," was stated with great satisfaction from Grupo Infrico.

With participation in various fairs, Grupo Infrico reaffirms its commitment to innovation and internationalization, consolidating its position as a global benchmark in refrigeration furniture. Undoubtedly, this represents another step in the company's expansion strategy in emerging and high-potential markets.

### VALENCIA INTERVIEW

# **Strinfrico** VALENCIA **DELEGATION:** Victoria & Elena Oliver



# How has the Infrico delegation in Valencia - Albacete evolved from its beginnings to today?

The journey has been long, starting in 1991 when Silvino and Carmen began the commercial relationship with Infrico. At that time, the product range was much smaller than it is now; these were different times, and they worked hard to establish the delegation where it stands today.

Over time, my sister Elena and I joined the company, each with over 25 years of experience. We have grown alongside Infrico and have been fortunate to witness the company's evolution and growth. Currently, the delegation operates from a 1,200-square-meter facility, maintaining a permanent stock of over 200 machines and more than 1,000 spare parts references.

What have been the most significant milestones in your history? What sectors show the highest demand for Infrico products in the Valencian Community and Albacete, and how have customer needs changed in recent years?

Today, we offer a broad product range, allowing us to cover nearly the entire HORECA and retail sectors. However, the region has a strong bakery tradition, a sector we have entered thanks to products like display cabinets, controlled fermentation units, blast chillers, Tecnoinox ovens, among others. The most demanded innovations in the area currently include wine coolers, meat maturers, cocktail furniture, and supercoolers.

# The DANA severely affected many companies in the Valencian Community. How did it impact the Infrico delegation, and what actions have you taken to recover?

It was a severe blow for us to see that, overnight, the floodwaters swept away everything our family had built over the years. We faced very challenging times but were determined to move forward with all our strength. Part of our recovery was possible thanks to the support from friends, clients, suppliers, and volunteers who illuminated our path when we needed it most.

Although we continued to serve our clients, the delegation is currently under renovation, with reopening scheduled for May.



### VALENCIA INTERVIEW



What differentiates Infrico in the commercial refrigeration market in the Valencia area compared to other brands?

Infrico offers the most efficient products with the best value for money in the market. The company leads in innovation and design, covering almost all sector needs.

# How do you see the future of the commercial refrigeration sector in Valencia? What innovations or changes do you think will make a difference in the coming years?

The sector's future undoubtedly lies in sustainability efficiency. and energy Increasingly, clients demand solutions that not only meet regulatory requirements but also help reduce consumption and carbon footprints. In this regard, we believe Infrico is well-positioned due to its continuous investment in innovation and development of more efficient equipment, eco-friendly gases and advanced using control systems. From our delegation, we will continue to focus on being close to our clients, understanding their needs, and offering them the most innovative and sustainable solutions in the market. This approach is, and will continue to be, our way of making a difference.











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