

TONDA by IFI a prophet in its own land - at Gelato Amico.

Pesaro. On Wednesday 22 July, from 6 to 10 p.m., on the occasion of the “Gelato Amico” event, gelato specialties were prepared - and offered for free tasting - at the stand of Confartigianato, in Piazzale Gabriele D’Annunzio (ex Piazzale Trieste): the gelato was stored and displayed in a special display case: TONDA by IFI, the first round and rotating display case in history. Conceived, designed and produced in the Tavullia plant, Tonda is an icon of design and technology in over 40 Countries in the world.

The event, which took place from 20 to 25 July, was organised by Confartigianato Pesaro-Urbino, in collaboration with the Municipality of Pesaro. Throughout the province, participating parlours sold small gelato cones for 1 euro.

“We were happy to contribute to this worthy initiative” declares Gianfranco Tonti, president of IFI S.p.A., “which helped circulate information and promote the culture of traditional Italian gelato - genuine, versatile and complete food - and of the gelato maker’s profession”.

At the start of the new century, IFI proved they had faith in traditional gelato - by deploying their experience in refrigeration, a cutting-edge R&D department and authoritative collaborators - in order to enter the sector in their own style. In just a few years, the Pesaro brand has managed to distinguish itself through its immense range of products, and through the characteristically innovative impact of its ideas. IFI offers an ample variety of linear display cases, also available in the all-season version, a technology which renders the display cases suitable for both gelato and pastry products. IFI is the only company to propose ventilated refrigeration: the new frontier of display cases for gelato Pozzetti, bringing significant benefits compared to conventional glycol technology.



But the greatest innovation in the sector (which, while constantly evolving, has seen no real breakthrough for over 60 years) is undoubtedly Tonda: the first round and rotating display case in history, in which it is the gelato that goes to the operator. Fruit of the genius of industrial designer Makio Hasuike, and of IFI’s R&D department, Tonda is the perfect synthesis between Pozzetti, which focus on gelato storage, and traditional display cases, made for exhibiting flavours attractively. A masterful combination of technological excellence and design, ergonomics and performance, energy saving and respect for the environment, Tonda - already present in over 40 Countries worldwide - has been declared a Highly Innovative Product by the Ministry of Productive Activities, and awarded a “Segnalazione Compasso d’Oro ADI” 2008 nomination.