

THE EDITORIAL.



Marketing Director
Pamela Giombini

The market is showing an undeniable return of gelato tubs.

This is a historical trend and recurrence which is highly justified based on the choice of the gelato-makers: from the influence of “vintage” culture in relation to “cult” products manufactured at least 20 years ago, to the desire to distinguish one's self from the “display case” system. From the light-hearted snobby behavior of who asserts that their own homemade gelato is so well-known for its quality that it doesn't need to be displayed, to the emulation of a leader, in the specific case of Grom, whose formula for success, based on the Coletti gelato tubs (IndustrieFI group), is rapidly diffusing throughout the world.

Therefore we are riding the wave, but with our own style: the style of those who want to maintain their edge, at the forefront of innovation, at a due distance from their competitors, thereby obliging them to follow.

Therefore, 2 years ago, we introduced a new innovation by offering the ventilated gelato tubs to the market, a system capable of surpassing all of the criticism linked to the use of glycol, with a truly impressive price/performance ratio, which has already been diffused and successfully employed in the field.

As always, in the face of innovation, there is a part of the market, in the specific case of the “glycol diehards”, that sticks with tradition for a long time.

As we want to act as a reference point for gelato-makers, offering a product range which is capable of satisfying all of the trends, today we are completing our assortment by also including a glycol gelato tub; a technologically advanced version which improves on the Achilles heel that has afflicted this category of gelato containers, or rather, the thermal difference between the upper and lower portions which, in similar systems employed up until today could even be up to 5 degrees!

Now that we also have glycol, or rather, the best of the glycol systems, can we, without risk of appearing to have ulterior interests, restate and demonstrate the fact that the ventilated gelato tub is a decisively better choice?

This June issue is therefore a true in-depth analysis on the topic of gelato tubs. A “SPECIAL REPORT ON TUBS” which provides product descriptions, price lists, technical comparisons, sales pitches, consumer testimonies, etc.: read every word of it and find a winning place on the market with the strength of its true, competitive and exclusive contents!

Have a nice reading!

Pamela Giombini
p.giombini@ifi.it