

## New IFI site

### The new IFI site is finally on-line!

An emotive, functional site, full of effective and dynamic images but also full of explanatory and detailed technical information.

We are sure that the new **IFI** site will be very useful to you in your commercial activities in presenting **IFI**, the products' range and all company potentials, information that is often found amongst the various printed material but that not always manages to communicate in a complete and explanatory manner.

The main novelties are:

#### 1. AN IMPRESSIVE SITE, to present IFI as market leader

It is a very impressive site with large and moving images that uses the more modern programming techniques for the web, with drop down menu, with videos and photos deriving from all the IFI information material.

#### 2. All IFI products together FOR THE FIRST TIME

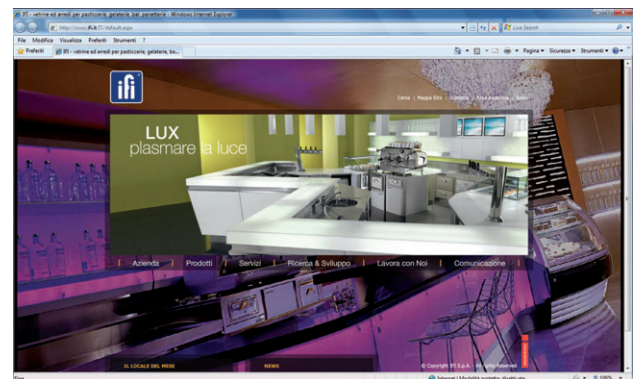
The site has collected and rationalised the numerous IFI products, furniture and display cabinets, all in one, easy to find, place. From the products home page, access is immediately gained to the furniture and display cabinets range, including the glycol ventilated wells. Furthermore, the display cabinets are accompanied by icons that list the services available, in a simple and intuitive manner. This will enable you to make the IFI range known to your clients in real time, without having to go from one catalogue to another, sure to always find the most updated information

#### 3. THE FURNITURE CONFIGURATOR - choose your customised finishings and see them change under your very eyes!

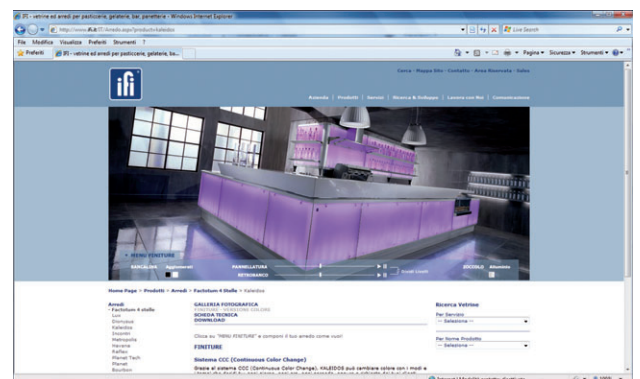
The "Furniture Configurator", an absolute novelty in the sector, enables the user to choose the colours or the essences of the furniture on-line and see them change in front of them. By clicking on "COLOUR FINISH/VERSIONS" of the 4 star furniture, you can amend the colours and finish of the composition, to choose the one that most suits your client's requirements. This enables you to show your clients a greater number of finishings compared to those photographed on the catalogue. Furthermore, the interactive mechanism ensures that the user can develop all the aesthetical proposals and choose with greater know-how.



Pre Home Animated



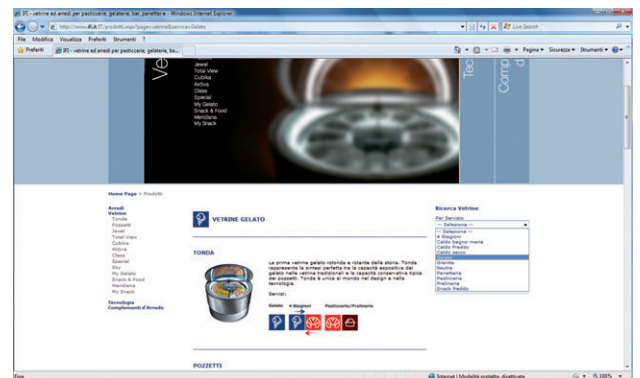
Home Animated



Furniture Configurator

#### 4. Would you like a “patisserie catalogue” in real time? Here are the new **DISPLAY CABINETS INTERACTIVE SEARCH ENGINES.**

Would you like a “patisserie catalogue” in real time? On the IFI site you will find the display cabinets interactive search engines that select the display cabinets by service or by name: the selection by service, in particular, enables to choose the display cabinet depending on the service of interest: gelato, patisserie, dry hot, and so on. In fact, by choosing “patisserie”, all patisserie display cabinets will be displayed, from the more professional to the more compact, depending on requirements. By choosing “gelato”, all display cabinets offering this service will be selected, as well as the glycol ventilated wells.



Search Engines

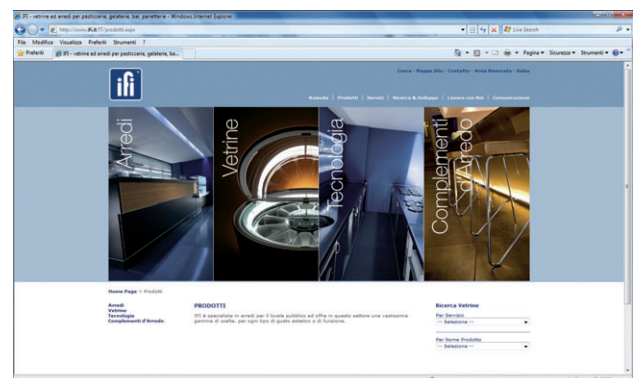
#### 5. Would you like the prices or the products' catalogues **IN REAL TIME?**

Access the reserved area and you will find the price lists, the technical manuals and the photographic documentation for each product, everything perfectly updated, just a click away.

#### 6. THE NEWSLETTERS

All newsletters and relative attachments are found in the “Communication/Newsletters” section. Every time you will receive a newsletter via e-mail, you can be sure to always find it on the IFI site also.

This will enable you to quickly view any document and print it at any moment, without having to search for it in your e-mail inbox.



Product Homepage

The new IFI site has been realised for you and your business, so that you can fully use the rich potentials of this very important communication instrument.

Good navigation!  
[www.ifi.it](http://www.ifi.it)