

TONDA BY IFI AT THE 44TH NATIONAL TRUFFLE FAIR .

The revolutionary round, rotating display case shown in the “Salotto da Gustare”.

This year sees renewed association between those two Italian excellence realities which have conquered the world: the white Acqualagna truffle and Tonda, the first - and only - round, rotating gelato display case in history. Designed, created and produced in the Tavullia plant, the revolutionary IFI display case is a great success wherever it goes; so much so that it has become an ambassador of made in Italy design and technology in fifty different countries.

This innovative handmade gelato display case, perfect synthesis between well counter, exalting gelato preservation, and traditional display cases, displaying content in a catchy manner, will be on display for the entire exhibition in the “Salotto da Gustare”, displaying those event protagonists: esteemed Acqualagna truffles, alone and in some of their most successful recipes.

“We're really delighted”, said Gianfranco Tonti, President of IFI S.p.A. “to associate our name and Tonda with this important appointment yet again. Considering excellence and quality pre-suppositions as the distinctive elements of successful made in Italy, I feel that the Acqualagna event and IFI have a lot in common over keeping the name of our territory in high esteem in Italy, and that of Italy worldwide”.

Resulting from the work of the industrial designer, Makio Hasuike, and the technical experience of the IFI R&D Department, **Tonda** is the revolutionary handmade gelato display case where gelato makers can keep and add value to their art. Designed to dictate new technological and functional standards for the gelato display case world, Tonda guarantees excellent technological performance like temperature uniformity,

full visibility and gelato being maintained perfectly, and was also conceived to improve the working conditions of those working daily, offering untold levels of comfort and ergonomics for this sector. Moreover, thanks to materials used and to energy savings, it helps safeguard the environment. Declared 'highly innovative product' by the Ministry for Productive Activities, Tonda received the 'Mention' from the International Jury of the **XXI ADI Compasso d'Oro Award**, becoming part of the famous design Award's historic Collection, Goods of national interest, and was celebrated by one of the fathers of Italian graphics, Michele Provinciali (1921-2009), with an indelible 'Sign' presented by Luca Barbareschi at the Milan Triennial in May 2008.

