



## Ifi. People-centric innovation

At Sigep 2019, Ifi presents in world premiere an integrated ecosystem of solutions to improve people's quality of life. Hybrid Cooling Technology opens a new page in the great book of Gelato; the Internet of Things enters the world of food & beverage premises with Ifi IoT Remote Manager; The Panorama technology is declined in a version designed specifically for the US market (America), and in a new version that enables to serve little quantities of gelato in pastry shops and restaurants (Xylo). In addition, many masterclasses and a lot of other new things to discover, in an author stand signed by Alessandro Scandurra.

➤ ***NEW FOR 2019: Hybrid Cooling Technology.***

IFI puts a continual process of innovation to work, as demonstrated by the revolutionary **Hybrid Cooling Technology** system, an Ifi exclusive. It guarantees cooling continuity in the display case during the delicate, but necessary, defrosting steps, thus eliminating the negative effects defrosting can have on gelato. Thanks to a source of supplementary cooling which is activated only in the defrosting stage, the gelato never experiences any thermal shock, and so its appearance and organoleptic characteristics are preserved as-is. With Hybrid, Ifi starts a new chapter in the grand book of gelato history. It contributes to a better and more careful food preservation, to the benefit not only of employees and proprietors, but also to all the gelato lovers who aim to be conscientious consumers. Presented at the show as the **technological heart of the Jolly display case** (design by Marc Sadler), the benefits of Hybrid Cooling Technology can be seen in many areas: energy savings, sales point management, daily work flow streamlining, and the life of the display case itself, as the compressor is under less stress.

➤ ***NEW FOR 2019: IoT Remote Manager.***

Products on display in the stand are interconnected to the **IoT Remote Manager**, an innovative service introduced by Ifi, through which professionals can remotely monitor and control the functional parameters of refrigeration products in their store. The units communicate, exchange information, and interact, thus speeding up problem identification and reducing solution time.

➤ ***NEW FOR 2019: Panorama Cluster makes room for more and takes off for America.***

The **Panorama Cluster** family grows larger adding **Panorama Xylo** and **Panorama America** (design Marc Sadler), two free-standing refrigeration units. They have different applications, but the same hardware -- **Ifi's Panorama technology**, which brings together perfect gelato preservation in pozzetto counters and flavour visibility in the display cases, offering new ideas and opportunities for presenting and serving artisan gelato.

With **Panorama Xylo**, artisan gelato goes beyond the boundaries of our traditional idea of a gelato parlour. Equipped with 5 1.3 kg gelato pans, Xylo is designed to respond to the needs which have come out of the growing contamination of artisan gelato with other food areas: restaurants/pastry shops/café... These are areas where the quantity of gelato which is produced and displayed is lower than that in a gelato parlour. Nevertheless, artisan gelato production combined with other foods, when done with professionalism and creativity, opens up very interesting scenarios.

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➤ **Panorama America** has the same technology core as Xylo, but it is fitted to be equipped with tubs calibrated for gallon unit -- clearly a friendly wink at the US market. And America is closer than ever. In fact, as of **January 1 2019**, **Ifi America Corporation** is operational, with its headquarters in Miami. It is an important step for Ifi, as it is ready to respond to a growing demand on the new continent.

➤ **Lumière and Drop-In Delice** Development of innovative technologies, but also proposals for new lines and colors. Sigep, is the preview of the new multi-service showcase, **Lumière** (design Delineodesign) recognizable by the distinctive radius of curvature of the front glass, heated by tungsten wires, a technology borrowed from the automotive industry for high thermodynamic performance. An application of technology assisted by the **HCS** (Hi-performance Closure System) rear closing system, invented by Ifi to the advantage of ice-cream quality, hygiene and energy saving. This system allows, with the aid of an integrated sensor, to reduce the number of defrosts based on the actual opening time of the showcase and limiting the access of external air only at the time of administration. While Drop-In Delice by Ifi supports the enhancement of the exposed confectionery, they are presented with a display and frame in black and white, as well as the traditional stainless steel finish

➤ **TRAINING: Masterclasses.**

Ifi's stand at SIGEP is multifunctional: product display, meeting place, and training too. In Ifi's space there is a "masterclass" area where 28 events are planned for the days of the trade show: pastry chef Gianluca Fusto and Antonio Bachour will talk about new trends in pastry; Fusto will set up with his creations the pastry and praline display case Colonna (design Giulio Iacchetti) that received the Honourable Mention at the recent Compasso d'Oro ADI; CAST Alimenti will participate at masterclasses too, with maestro Gabriele Bozio. This area will also host technical insights on new technologies for the conservation and display of artisan gelato as well as a focus on how to design and furnish the food & beverage venues.

➤ **COMPANY: New payoff.**

SIGEP 2019, **Ifi** captures its essence with the payoff which will accompany its historic company logo starting this year. Three words: **People-centric innovation**, which sum up the meaning of what IFI manufactures, how it works, and for whom. It is the expression of a whole way of working: "For us every project is an opportunity to improve people's life quality".

Because innovation, research, and design are the areas Ifi invests in for continuous improvement in people's well-being, through food preservation and presentation, hygiene, and the creation of functional and convivial venues.

With the message **People-centric innovation** Ifi starts its participation in the 40<sup>th</sup> edition of SIGEP.

➤ **STAND: a signature space for IFI at SIGEP 2019.**

332 m<sup>2</sup> signed by the architect Alessandro Scandurra, SSA Scandurra Studio Architettura, who describes the stand in this way:

*"The exhibition space has been conceived as one singular area, simple and modular. It will have a semi-transparent surface, with video screens along the perimeter and a ceiling of light above; these are the main elements which define the space in which IFI products will be displayed. From a central, almost museum-like path you will be able to see the area in its entirety and everything that is displayed in it. The space shifts into a two dimensional one where the story unfolds through video imagery in continuous motion. A semi-transparent, white box allows visitors to get a glimpse of the screens inside and outside the space, which mix together with people's movement. The space is designed to be innovative, not to represent innovation. It will be an ideal space in which*

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*objects lose their concreteness and fuse together with the stories which animate them. It will be a choreography on grand scale of machines, images, and people which narrate the relationship between technology and humankind.”*

IFI's stand will be a dynamic one, where displayed products and the payoff's meaning will be illustrated by the animated graphics **by Pierluigi Anselmi**. They will accompany the visitor inside the space.

### ➤ **Beyond the IFI stand.**

Ifi with its products is a partner at Sigep Gelato d'Oro. The competition will take place in the South Hall. The goal is to identify the Italian team that will participate at the IX World Cup of Gelato in the year 2020.

#### **IFI**

##### **Technology, furnishing, and projects for food & beverage venues**

Since 1962 IFI has been the international go-to brand for design, technology, and construction of food & beverage venues. Innovation and research in engineering, food, and social sciences are the key vectors in one sole guideline: **continuous improvement of people's well-being** through solutions designed around people's needs, starting with their unexpressed ones.

IFI has brought traditional Italian artisan gelato and pastry into the elite of design. In its sector, in fact, it is the only company in the world to have been decorated with the Premio Compasso d'Oro ADI (2014 and 2018), along with international recognition for its technologies and furnishing concepts. The Italian design ambassador with its Farnesina Design Collection, IFI has its headquarters in Tavullia, with six factories in the Marche-Romagna territory, as well as two sales affiliates in Dubai and Miami. Through its Metalmobil brand, it offers design solutions for seating and furnishings.

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IFI BOARD @ SIGEP 2019:



1.



2.



3.



4.



5.



6.

1. Ifi stand, signed by Alessandro Scandurra, SSA Scandurra Studio Architettura 2. Hybrid Cooling Technology applied to gelato display case Jolly 3. Jolly gelato display case design (Marc Sadler) 4. Panorama Xylo (Marc Sadler) 5. Panorama America (Marc Sadler) 6. Lumière (design Delineodesign).

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