



Proudly Made in Italy

Quality, research and development are at the heart of the Italian company that markets refrigerators for recreational vehicles in Europe, North America, Australia and Japan

Words Paolo Galvani

Cool & Beyond. This is the slogan chosen by Vitrifrigo to present itself to the international refrigeration system market. The Italian company has been designing, manufacturing and marketing refrigerators for over forty years. Operating in the caravanning sector since the end of the 1980s, the company decided to specialise in systems based on direct-current compressors that are more efficient and less polluting than their trivalent counterparts. Vitrifrigo is a VAG group (Vitri Alceste Group) company together with Rivacold, supplier condensing units and hermetic systems for refrigerators since 1966. Founded in 1978, the company operates in various fields, spanning from the original nautical sector to automotive. Crucial for the turnover is the HoReCa sector, with compressor refrigerators for cooling milk in super-automatic coffee machines and vending machines accounting for around 40 per cent of its business.

The RV market is growing

The importance of the recreational vehicle segment increased and today accounts for around 10 per cent of profits and is rising fast. *"It is one of the*



Vitrifrigo Slim150



Vitrifrigo headquarters:
Vallefoglia (PU) - Italy



Enrico Pandolfi, Sales Director,
and Michele Marchionni, Export Manager



in the nautical sector, we developed an offer that makes quality its strength”.

In the right place

To define the level of Vitrifrigo proposal are both the choice of suppliers (the compressors, for example, are all made by Secop) and the attention to the assembly phase, in which the position of the compressor is studied in detail to ensure adequate ventilation. Correctly arranging this element also has positive effects on consumption, which is another of the company's strengths, especially in smaller fridge installations in camper vans, such as Volkswagen T6, Toyota Proace and so on. But what really makes the difference is the refrigeration unit, entirely made by Vitrifrigo with a condenser and a piping system dedicated to the RV sector and refrigeration cabinets in general. Exploiting the experience of Rivacold and the vertical integration among VAG group companies, Vitrifrigo knows exactly how to calibrate a condenser with respect to the evaporator unit and the performance of the compressor itself.

Worldwide

The company is present not only in Europe, where it has three production sites in Italy but also in the United States, Canada, Australia and Japan. In the USA, in particular, Vitrifrigo America has been operating since 2005, offering know-how on a local level and dealing with orders, stock and after-sales service. Basically, everything except production. The company has more than twenty years of history in Australia, strong of the success of compressor technology. The higher average temperatures of the country favoured its fast spread. The important growth of the recreational vehicle market and the increasing interest in high-quality products drove Vitrifrigo to develop new solutions, including the Slim150 refrigerator considered the feather in the company's cap. In this device, ventilation is optimal because the motor can be installed up to one and a half metres from the fridge. In addition, the absence of the compressor in the main cabinet means being able to make the most of all the available cubage. In the company is planning on launching of a smaller version, equally slim dimensions, but with a capacity of 90 litres. The course is plotted.

most promising sectors and we are investing time and resources there,” said Enrico Pandolfi, sales manager of Vitrifrigo. *“The significant growth of the RV sector has imparted a great boost especially as a result of the introduction of compressor technology. Had we remained anchored to the old absorption technology, we would have most likely remained a marginal competitor.”* The company now boasts an interesting customer portfolio, with names of the calibre of Clever Vans, Knaus, Hymer, Pilote and Rapido, with whom Vitrifrigo is trying to forge ever closer relationships. The choice that determined the success of the Italian company was not to offshore to the Far East, keeping the entire production chain in Italy. *“At a certain point in our history, we decided to stop trying to wage war on Asian or low-cost products and we focused on the idea of offering higher added value shifting to the medium-high end”,* Pandolfi added. *“This allowed us to enter into those RV builders particularly focused on the added value that Vitrifrigo is able to deliver, especially in custom installations. By exploiting our expertise*

*Vitrifrigo DRW180A
best seller 4x4 off road*



Company profile

Vitrifrigo is a member of the VAG Group (Vitri Alceste Group), a very important international reality operating in the industrial refrigeration sector. They make refrigerators, minibars and air conditioning systems for hotels and offices, the nautical industry, milk and beverages, campers and caravans and the road transport sector. The company bases its policy on continuous research and development in the design, functionality and performance of their products. With about 250 employees and three production plants located in Italy, Vitrifrigo manufactures refrigerators that are the sum of the perfect balance of state-of-the-art technology and modern taste, equipped with compressors that have always been the byword for guarantee and efficiency. The company is equipped with modern assembly lines, which in the most recent plant occupy 13,000 square metres, a department dedicated to thermoforming with finishing on a five-axis machining centre and a warehouse for storing incoming and outgoing products. The presence of the Vitrifrigo brand is guaranteed internationally by an extensive distribution network. In particular, the North America, Canada and Central America markets are managed by Vitrifrigo America LLC, established in 2005.

Certifications

ISO 9001 - Vitrifrigo has been ISO 9001 certified for over 10 years. The company can supply products with specific certifications on request.

IECEE CB SCHEME - An international system for mutual acceptance of test reports and certificates dealing with the safety of electrical and electronic components, equipment and products. It is preparatory to obtaining certification markings, such as: Global Mark AU, cTick, CCC.

UL - Of crucial importance in the American market, this certification covers safety, environmental sustainability, risk management and quality.

NSF - Guarantees international acceptance of a product with regard to public health and safety standards.

IATF (International Automotive Task Force) - Group of automotive manufacturers which aims at providing improved quality products to automotive customers worldwide. Achieving this certification is the confirmation of the continuous improvement of processes and products made by Vitrifrigo.