Maxi fridge, maxi comfort

Vitrifrigo confirms its ability to cover the full range of requirements for 12V compressor refrigerators: not only has it further perfected its compact models, but it now offers the new Slim 250, a large capacity refrigerator which makes a whole range of new applications possible

Words Renato Antonini

Riding the upturn in the market, Vitrifrigo continues to offer outstanding performance, showcasing an expanded and improved range of products at Caravan Salon, Düsseldorf. The Italian company has certainly benefited from the increasing interest in compressor refrigerators, which have always been its core business.

"The RV sector has grown considerably and Vitrifrigo has the experience and know-how to offer products that satisfy this growing demand," says Enrico Pandolfi, Sales Director for Vitrifrigo. *"The RV sector accounts for around 35% of our turnover, which is a major slice of our production. Vitrifrigo is projected to register turnover of 58 million euro this year, which is in line with our target. But the RV sector has grown particularly fast, up 25% this year No doubt this is a market anomaly, and unfortunately we too are experiencing longer delivery times, due to the global supply chain crisis. It's difficult to know what the future holds at this point."*

Vitrifrigo has operations in all five continents, with a strong presence not just in Europe but also Australia. It is reinforcing its operations in North America, but is certainly not neglecting other markets, like South Africa and Japan, along with South Korea, where it supplies products for some of Hyundai's camper van models. The Düsseldorf Caravan Salon is where world markets come together, an important showcase chosen by Vitrifrigo to present the best of its offering this year. It will be showing its new front

loading refrigerator door: previewed last year, it has now been rolled out on numerous models. The door is lighter than its predecessors, and features an extruded plastic handle with a new design. A customised panel can be fitted to the door to suit the client's preference.

Slim 250

But Düsseldorf will also see Vitifrigo's big new refrigerator, a novel design that takes pride of place at the top of the Slim range. The name gives the game away: Slim 250. The new refrigerator boasts a capacity of 250 litres, and features a new dual compressor system. It was originally designed for the Australian market, but there's no doubt that it will also arouse interest in North American and has considerable potential in the European market. It can be installed in motorhomes, touring caravans and fifth wheel caravans.

"The inclusion of top-of-the-range products reflects the demand for refrigerators which are very similar to household units," says Vitifrigo Export Manager Michele Marchionni. *"While the design was initially conceived for Australian RV manufacturers, the Slim 250 represents a first step in the conversion from three-way refrigerators to large capacity compressor refrigerators, a transition we believe to have potential also for the European market. This is why we focused on reducing both its weight and consumption - indeed it consumes 25% less than similar models using conventional technologies. This is also our first model featuring electronics 2.0, with optional CI-BUS connection."*

The new refrigerator is equipped with the Night Mode (silent, low consumption) and Turbo Mode (fast chilling) functions. But the Slim 250 mainly stands out for its exceptional versatility. It has two compartments, a top refrigerator compartment with front door, and a bottom freezer drawer compartment. The freezer can also be run in refrigerator mode if the user does not wish to store frozen goods. What is more, the two compartments can be turned on and off independently: for a brief trip, for instance, the user may need to use only one compartment in refrigerator mode.

Refrigerators for camper vans and mini vans

"Although the growth of RV sector seems to have slowed down somewhat, Vitrifrigo is committed to growing its operations in this area," says Michele Marchionni, Export Manager for Vitrifrigo, *"because we have always believed in the potential of 12/24V refrigeration, and the market is now moving in that direction, with the demand for compressor refrigerators growing among RV manufacturers and users. We are certainly benefiting from the growth of the European camper van market, as well as the increasing interest in mini vans with pop-up roofs. We are among the leading manufacturers of products for this segment, and we continue to perfect our range of compressor refrigerators, both top- and front-loading. We have always focused on finding the best combination of performance, consumption and price. And our products are also compatible with the CI-BUS system. Our new RV products all have the Night Mode function, which is quieter and consumes less power, as well as the Turbo Mode function for quickly chilling the contents of the fridge when the engine is running."*