Focus on refrigeration

A specialised manufacturer of compression refrigerators, Vitrifrigo has recently taken its first steps in the American RV market and already achieved considerable success, as related by Michael Boccarossa, export area manager for North America

Words Renato Antonini

Vitrifrigo has been operating in America for some time now, but it has only entered the RV market in the last couple of years. The RV business took off immediately, to the extent that this segment already generates a considerable part of the company's turnover, as Michael Boccarossa tells us.

Aboutcamp BtoB: How long has Vitrifrigo been operating in the North America market, and what is it doing in the RV market?
Michael Boccarossa: Vitrifrigo has had operations in North America for many years, but we only entered the RV market a couple of years back. The company has been supplying the North American marine sector for around twenty years, offering original equipment for yachts and other vessels, as well as aftermarket solutions. We also have a well-established presence in the heavy transport sector, supplying aftermarket compact refrigerators for trucks. Two years ago, we expanded our operations in North America in response to the boom in the world RV market, a strategy we had already implemented in Europe: we supply equipment both to OEMs and the aftermarket sector. Many of our products are UL certified , and we are considered a first choice vendor for members of the Recreational Vehicle Industry Association.

Aboutcamp BtoB: What is the value to the company of the various segments of the North American market?
Michael Boccarossa: The marine market accounts for around 50% of our turnover, while the truck market adds up to about 20%. But I have to say that just two years in the RV market have yielded almost unbelievable results - it now accounts for around 30% of our turnover. The key is that we are focused exclusively on refrigeration: refrigerators are not just one of Vitrifrigo's products - they are our only product, and always have been. This makes us highly specialised, and the quality of our refrigerators is a byword among recreational vehicle OEMs.

Aboutcamp BtoB: Do you have a factory and sales offices in North America?
Michael Boccarossa: Our production facilities are still in Italy, but export operations are well-established. We have offices in Florida, the Vitrifrigo America LLC branch at Pompano Beach. The branch was set up almost twenty years ago, and currently employs five people in the warehouse and order management. In order to be closer to the RV factories at Elkhart, we set up a third party logistics service there with a contractor who handles our stock on our account. This enables us to offer high quality, fast service to RV manufacturers.

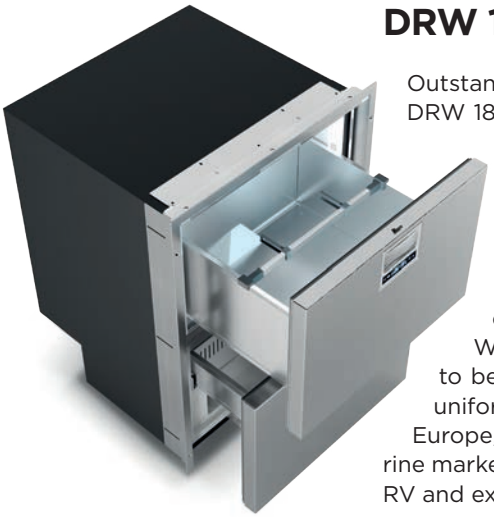
Aboutcamp BtoB: What do you offer to the American RV market?
Michael Boccarossa: Recent years have seen considerable growth in Class B RVs, i.e. campervans, and we already had considerable experience in this segment in Europe, so we were quickly able to gain the confidence of American manufacturers. We are also appreciated by manufacturers of special off-road vehicles, and more recently we've also started to supply refrigerators to trailer manufacturers. Our main strength is our direct control over production, which is all done at our Italian plant. This assures excellent quality and reliability, as well as the option of customising the product to the client's specifications. We offer a product which is certainly cost-saving, but with uncompromising quality. American RV manufacturers have seen that our refrigerators work well, with excellent cooling power even with their low power consumption.

Slim 90 M

The Slim 90 M refrigerator is designed specifically for the RV market, and recently obtained UL certification. It is designed to optimise the use of space in campervans, thanks to its narrow, compact footprint, while also making best use of the curvature of the walls thanks to its profiled rear housing. It can be installed either under-counter or at eye level. The compressor can be installed remotely, up to 1.5 metres / 5 ft away from the refrigerator itself. It has an interchangeable front panel, so that it can be adapted to the vehicle's interior design. It has a total volume of 3.2 cu.ft. and weighs 42.5 lbs, with a nominal power draw of 39 W.

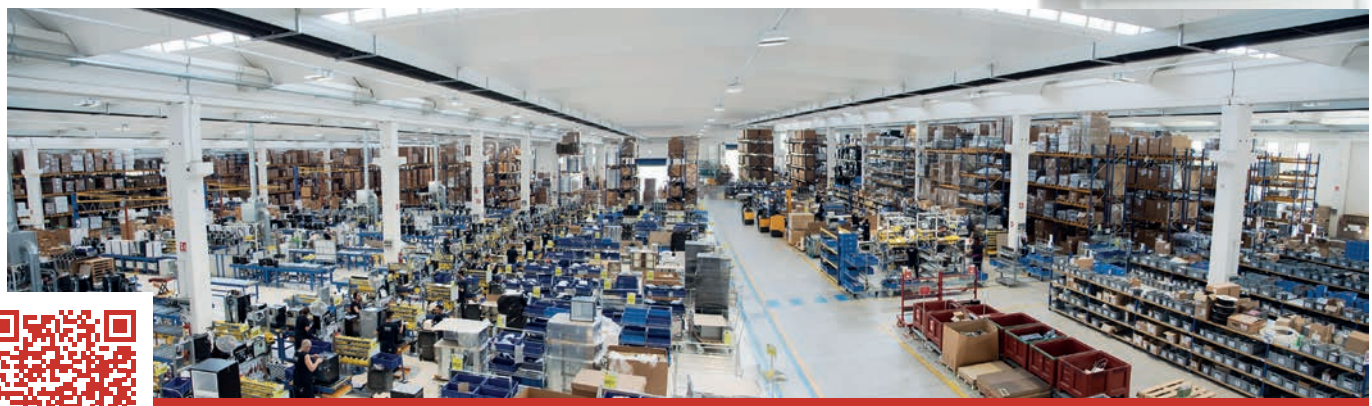
C 90 DW

Vitrifrigo launched its C 90 DW model to promote the drawer refrigerator concept in the American market. The refrigerator loads from above and the sides, so that the refrigerated compartment is accessed by pulling out the drawer containing the food and beverages. Bottles and food are easy to access and store with the user at the right or left of the refrigerator: this makes the best use of space in small interiors like those of campervans and mini campervans. The unit has a volume of 3.2 cu.ft. and weighs 55.1 lbs, with a power draw of 45 W.



DRW 180 A

Outstanding versatility and high capacity: this is the DRW 180 A, a stainless steel dual compartment refrigerator-freezer with digital thermostat. The unit has a total volume of 5.3 cu.ft. It uses just one compressor to cool its two independent compartments. The user can switch the compartments between refrigerator and freezer modes independently whenever they want, or even run them both as freezers or refrigerators. With its no-frost system, the unit does not need to be defrosted, and it has a fan system to ensure uniform cooling inside the two compartments. In Europe, the model is reserved exclusively for the marine market, while in America it is appreciated by special RV and expedition vehicle manufacturers.



Use the QR code to watch the showcase of the products presented at the Elkhart RV Open House by Lance Boggs