Targeted strategies and strategic products

The company specializing in compressor refrigerators aims to expand its position in the RV market

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Vitrifrigo wants to play a leading role in an ever-changing market and Giorgio Biggiogero, who has been Vitrifrigo's Sales and Marketing Director since May 2024, is defining the best strategies for the present and the future. We asked him some questions.

Aboutcamp BtoB – The RV industry is experiencing sudden changes and swings as never before as in recent years. How does Vitrifrigo fit into this uncertain scenario?
Giorgio Biggiogero – We have been making refrigerators for 50 years and have considerable experience, not only in the RV industry. Like all businesses, Vitrifrigo is operating in a market that needs to manage stability after a period of strong growth. We have seen the abnormal expansion of camper vans and mini-vans but now the situation is returning to normal. At the same time other product types, like compact low-profile models, have developed. Vitrifrigo has now laid the important groundwork to compete in a major way in this scenario and compressor refrigerators are our secret weapon. Small and large revolutions are taking place and we are keeping a careful watch.

Aboutcamp BtoB – What changes are you referring to?
Giorgio Biggiogero – Firstly, we need to consider two concurrent factors, namely the increased demand for comfort and rising temperatures. New RV users expect more comfort than twenty or thirty years ago, and refrigerators are an important appliance to achieve this. Climate change, on the other hand, is causing rising temperatures that are making the functions of a refrigerator and compressor more appreciated. Absorption refrigerators show their limitations at summer temperatures of 35-40° C, and compressor refrigerators come out as the winner because they can adequately cool the isothermal box even when the ambient temperature is hot.

Aboutcamp BtoB – What are the other elements of change?
Giorgio Biggiogero – One technological evolution concerns the compressor. We use the new Secop BD-Nano, which is a miniaturized, super-efficient device capable of high-level performance. It leads the category for an optimal balance of weight, size, and performance. Importantly, it is also very quiet. Fur-

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thermore, we must also consider the greater energy autonomy of RVs. Lithium batteries make considerable energy available, and this allows compressor refrigerators to be put to good use. I want to emphasize that Vitrifrigo can provide solutions to different types of vehicles in line with today's market demands. We have demonstrated our good solutions for urban campers and camper vans, and we are now showcasing our innovative solutions for manufacturers of low-profile models and motorhomes. For these larger vehicles, we increase the volume of the refrigerators, sometimes adding a drawer compartment. We have a 250-liter,

SLIM 250

dual-compressor model. We are also offering "tropical class" refrigerators that work very well even in high outside temperatures.

Aboutcamp BtoB – What new products will you be presenting at the Caravan Salon in Düsseldorf?
Giorgio Biggiogero – We will introduce two new top-loading refrigerators. We have a 20-liter model, called the TOP LOADING 20, and a 43-liter model, the TOP LOADING 43. These are not refrigerators carried over by the marine industry. They were designed specifically for recreational vehicles, by selecting materials and identifying accessory functions, and with a focus on ease of installation. They have a compact compressor and are fastened from the inside. Night operation can be selected to lower the temperature and the noise. The new refrigerators are modular, so the customer can choose whether to use them as a refrigerator or a freezer.

Aboutcamp BtoB – Are you working on other product lines as well?
Giorgio Biggiogero – Yes, we will be presenting more news shortly. It is still under wraps for now. I think that the new regulations will be an opportunity to improve products even more. Vitrifrigo is embracing the current regulatory change as an opportunity to achieve a very high-quality standard rather than a problem.

Aboutcamp BtoB – Is there any news from the company in addition to products?
Giorgio Biggiogero – Yes, Vitrifrigo will develop a bold, specific strategy for each area in which we operate with a precise product portfolio and a characteristic market approach. For the coffee maker sector, in which we have a good presence, we will be opening a new plant for 220 V products in the fall. Therefore, we will be defining specific business units to follow the needs of the various sectors better. Our "Leisure" business unit groups boating and RV and is coordinated by Michele Marchionni.

Aboutcamp BtoB – Customization of specific products co-designed with the manufacturers is undoubtedly a hot topic in the RV industry. How is Vitrifrigo dealing with it?
Giorgio Biggiogero – We have strategically chosen to keep our production in Italy for the RV sector, where we can demonstrate our ability to personalize products for customers. We can also make small batches, which are very

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flexible to customer requirements.

Aboutcamp BtoB – Do you work only with OEMs or also in the aftermarket?
Giorgio Biggiogero – We will also be increasingly involved in the replacement market. There are still 20- to 25-year-old absorption refrigerators out there and we have developed products that have the same recessed dimensions.

Aboutcamp BtoB – Even when supplying new products to OEMs, recessed dimensions are crucial, so you have to adapt to the shapes and spaces of the furniture.
Giorgio Biggiogero – That's right, major groups tend to standardize, so we have to adapt to certain dimensions, but we can rely on the fact that the compressor can be fitted away from the refrigerator. This allows a refrigerator with a larger net volume to be fitted while complying with the predetermined recessed dimensions.

Aboutcamp BtoB – What is Vitrifrigo's presence in various markets?
Giorgio Biggiogero – Our market share in Europe is increasing because compressor refrigerators are fitted on various types of RVs, no longer just camper vans and minivans. We have always been solid players in Australia. We are also present in the US market, where we work with major manufacturers such as the Thor Group. There will certainly be interesting developments in America because we have the potential to overcome two limitations that have always held back the spread of European products, namely specific regulations and the demand for generous volumes. Now, the SLIM 250 model is being added to our range of cULus-marked refrigerators, of the type required by the RV Industry Association manufacturers, as well as a large-capacity refrigerator.