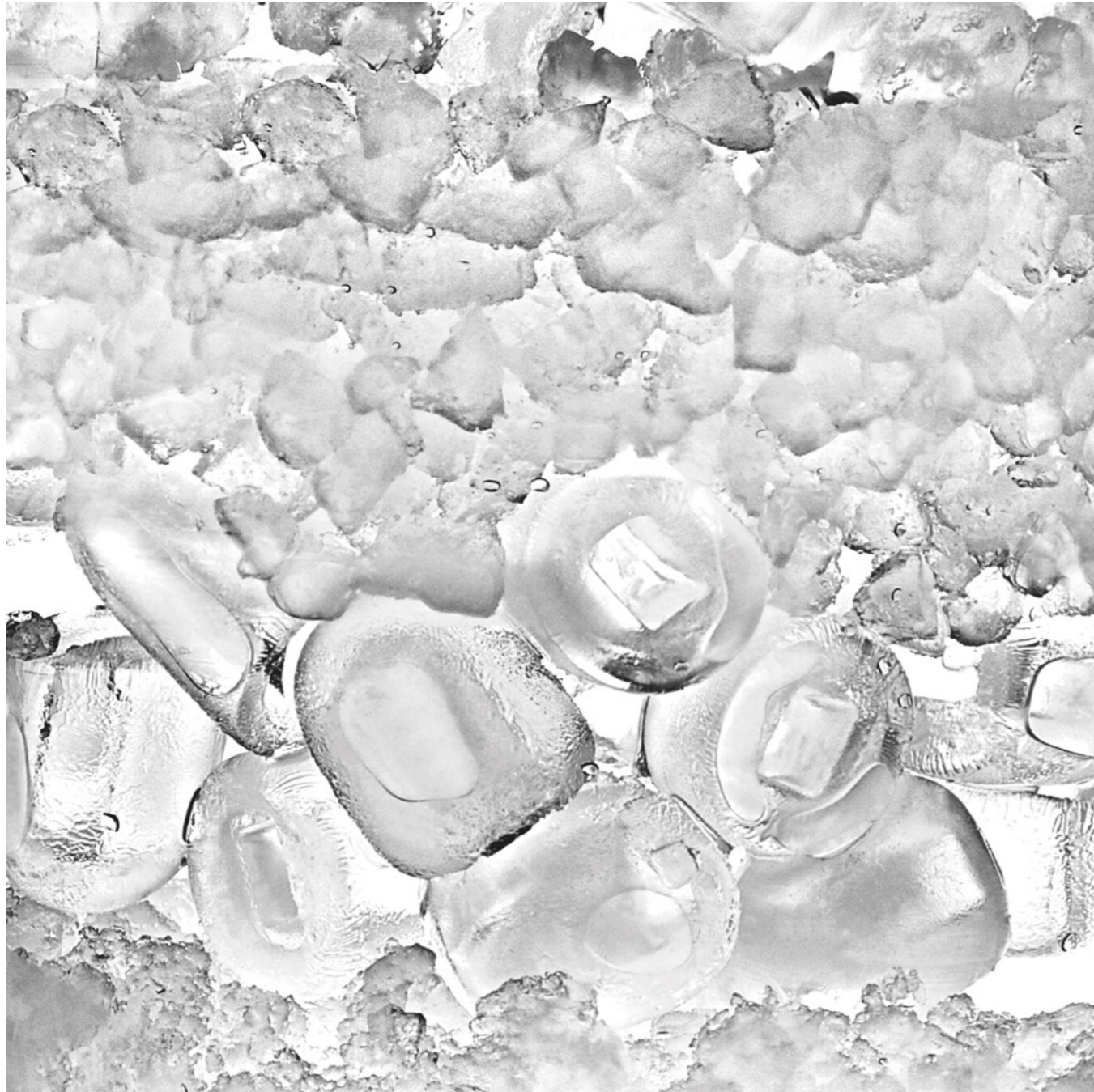




# ICEMATIC

BE COLD WITH STYLE



A LONG EXPERIENCE

THE VISION OF THE FUTURE

THE PRODUCTION SYSTEM

WHY CHOOSE ICEMATIC

A NEW WAY TO LIVE ICE

ICEMATIC IN THE WORLD

# A LONG EXPERIENCE



## THE BEGINNING

The history of Icematic begins in 1963, when the company that owns the brand decides to start producing ice machines, in order to differentiate the production.

The company immediately shows great potential and an excellent ability to respond carefully and proactively to market demands. For this reason, in 1985, a large international group decides to invest in Icematic, concentrating here the production of modular ice makers and, at the same time, giving us the task to develop large innovative projects both in technical and mechanical components. The production of paddle ice makers is already well established.

In this period our growth and our specialization continue until reaching the rea-

lization of over 6000 modular machines per year, with production based mainly on internal processes.

In the 90s, intercepting a strong market demand, we also begin to build ice storage bins, with the aim of integrating our production and distinguishing our offer from competitors.

In 2009 the range is further expanded, introducing the concept of ice-handling for warehouses and new models of ice makers.

## NEW OPPORTUNITIES

In 2013 Icematic enters the large industrial group Ali Group. This represents an important opportunity to gain greater production independence and, above all, to expand the product range and invest in technological innovation. In fact, the production of spray ice machines has already begun in 2014, with an excellent quality / price positioning and the relative conquest of significant market shares.

## CONTINUOUS INNOVATION

The real breakthrough in terms of innovation comes in 2022, when we launch our “My Ice” app for remote machine management. Thanks to this exclusive technology, we can guarantee our customers an absolutely customized ice production, based on the specific needs of each reality, with a significant improvement in quality and considerable energy savings.

# THE VISION OF THE FUTURE

The long way we have come ensures us excellent quality standards and allows us to look towards the future with the will to affirm the Icematic brand all over the world, as a company specialized in the production of ice machines. Reliability and technical know-how are the strengths of our company; our marked tendency towards innovation and experimentation with new functions and new production methods is the element that allows us to offer resistant, efficient and practical ice making machines, every day.

## IN CONTINUOUS DEVELOPMENT

Product innovation has led us, over the years, to develop solutions that have made our ice machines an excellence all over the world. The patents we have collected over time are our flagship, a concrete and tangible way to demonstrate the quality of our machines.

## CUBE SHAPES WITH SPRAY TECHNOLOGY

We have registered and deposited the shapes of the cubes made with spray machines, to ensure an exclusive product with high quality levels, capable of responding to customer needs.



## RAINBOW TECHNOLOGY

An exclusive and innovative technology that protects the evaporators, the beating heart of ice machines, from aggressive agents. Rainbow tech® is a patented nanotechnology treatment, which creates a very thin vitrification layer on the evaporator surface, also granting a perfect detachment of ice cubes and an insignificant release of metals in the ice. Furthermore, the limescale formation is reduced for a total durability and food safety.



## LEVEL SENSORS ON MODULAR MACHINES

Thanks to the inclusion of practical level sensors in our modular machines, we can regulate the production of ice, so that the product is always available in the bins regularly and consistently.

## ICE PRODUCTION PROGRAMMING

Planning the amount of ice you need and at the time you want is a double advantage: it allows you to save energy and water and never find yourself with too much or too little ice. Everything is simply adjustable from a distance, through our "My Ice" App.

## WASH CYCLE

Managing the sanitizing cycles of the machines, with or without ozone treatment, means always obtaining excellent performance and being able to dedicate the right time to hygiene, without affecting the ice production times.

## UVC LED

The inclusion of UVC LEDs allows us to also sanitize the tools that are used with our ice machines, such as the scoops, to ensure the highest level of safety and cleaning.

# THE PRODUCTION SYSTEM

## WE CREATE QUALITY WITH OUR HANDS

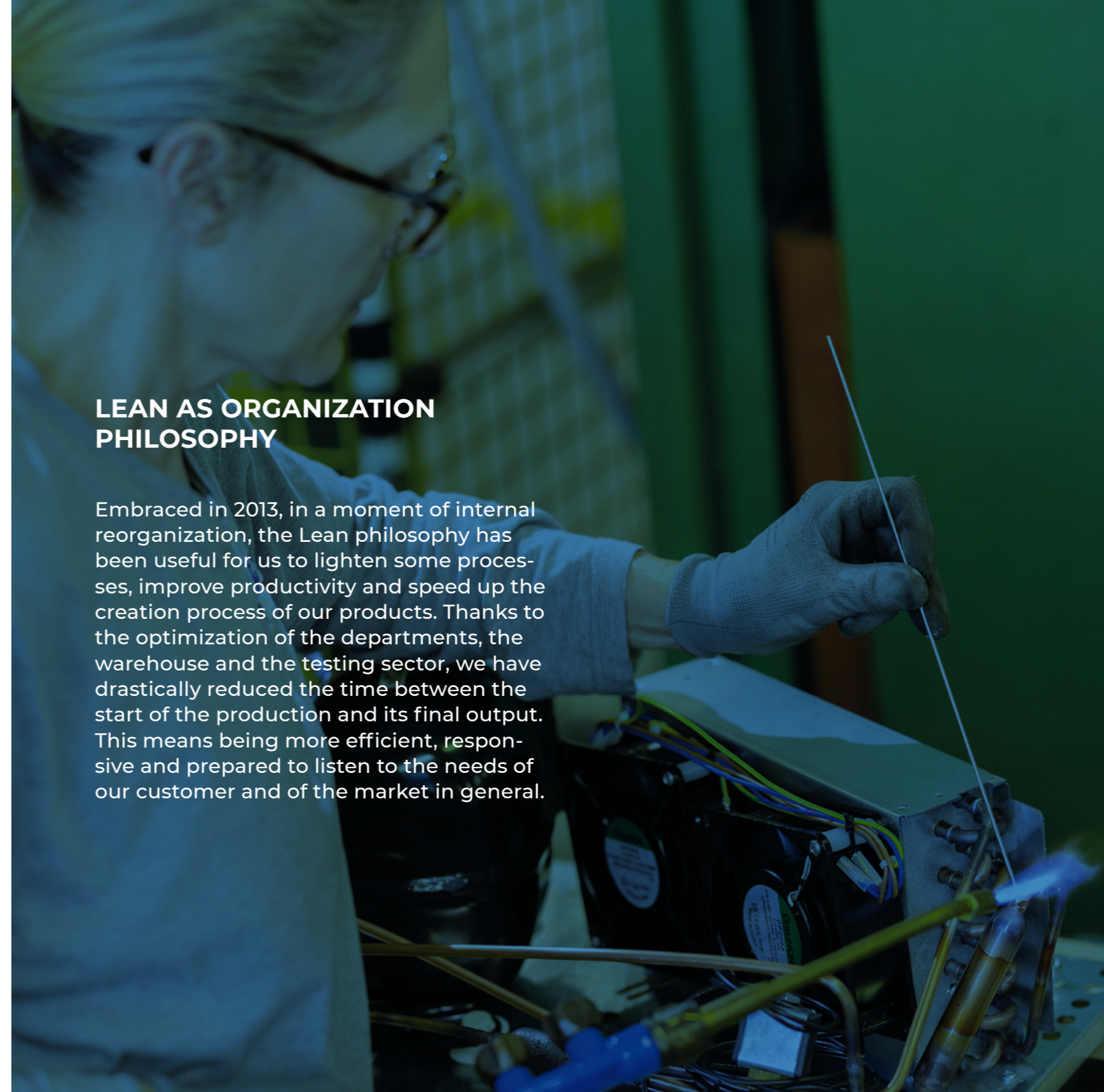
We are proud to be able to ensure high quality and safety of our products, following their production entirely in our plant, step by step. From the processing of the steel plates for the body, to the construction of the evaporators, up to the final assembly, the entire workflow is carried out internally within the company. In this way, we trace every step and we are sure of the quality and efficiency of each component, in order to offer safe, efficient and long-lasting ice machines.

## ECODESIGN PRINCIPLES FOR THE PLANET

We pay close attention to our impact on the environment and try every day to reduce the weight that our production and our products create. For this reason, when we design, we are inspired by eco-design principles, that lead us for the reduction of consumption both in the production phase and in the products themselves. Our ice machines have increasingly lower energy consumption values and the inclusion of innovative technologies allows us to plan the machine's activity, significantly reducing energy needs. In addition, the nickel-plating treatments we perform on some components of the machines have a reduced risk of releasing metals into the water, up to 10 times less than the treatments usually used.

## LEAN AS ORGANIZATION PHILOSOPHY

Embraced in 2013, in a moment of internal reorganization, the Lean philosophy has been useful for us to lighten some processes, improve productivity and speed up the creation process of our products. Thanks to the optimization of the departments, the warehouse and the testing sector, we have drastically reduced the time between the start of the production and its final output. This means being more efficient, responsive and prepared to listen to the needs of our customer and of the market in general.



# WHY CHOOSE ICEMATIC



## RELIABILITY THAT COMES FROM EXPERIENCE

Icematic has been working in the field of ice machine production since 1975, a long path that has allowed us to refine our production technique, experiment with innovative and revolutionary technologies, and build machinery that is more performing, safer and more reliable every day, even in the long run.

## DEEP KNOWLEDGE FOR A GLOBAL APPROACH

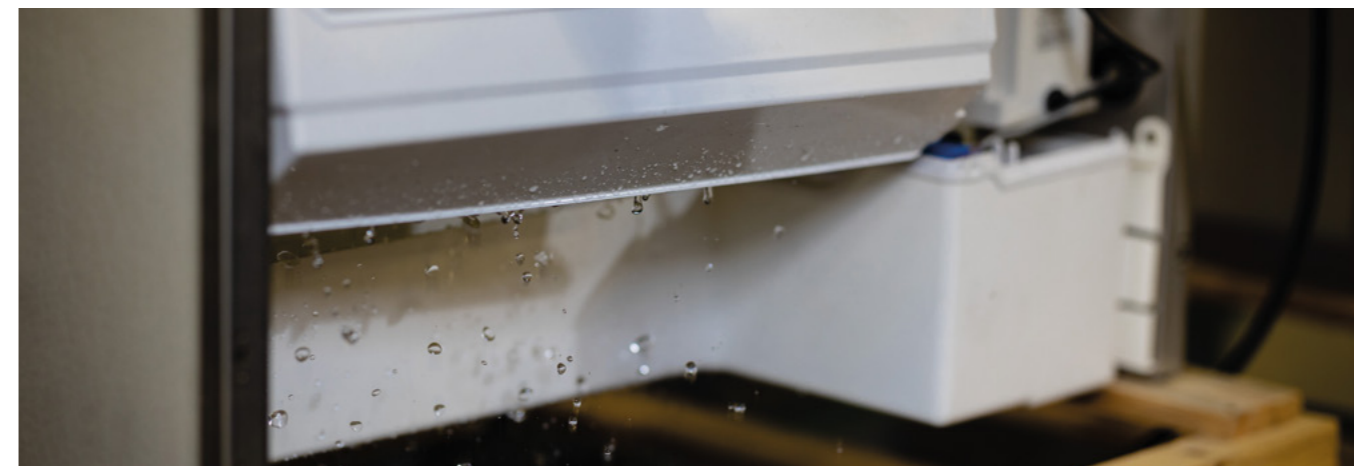
Our long activity has allowed us to develop in-depth knowledge of the whole “ice system”, allowing us to renew it with exclusive patented technologies. The idea of unifying our machines from a technical and management point of view has allowed us to apply small and large revolutions that improve the lives of customers who use our products.

## TECHNOLOGY EVOLUTION TO IMPROVE PERFORMANCE

The development of an App for controlling ice machines, even remotely, has helped to take a real step forward in the performance of our products and in their ease of use. Time-based planning of ice production, asynchronous management of sanitizing cycles and many other small revolutions for optimal ice production, customized to the needs of each customer.

## SUPPORT AND LISTENING FOR CUSTOMER SATISFACTION

Our sales team and research and development department work on requests and customer needs, with the aim of anticipating their needs and always providing concrete answers. Our entire activity is based on listening to the customer and on a structured network that ensures prompt and resolute assistance in case of need and continuous support, even remotely, for the programming and customization of the functions of the machinery.



## GREEN VOCATION AND RESPECT FOR THE ENVIRONMENT

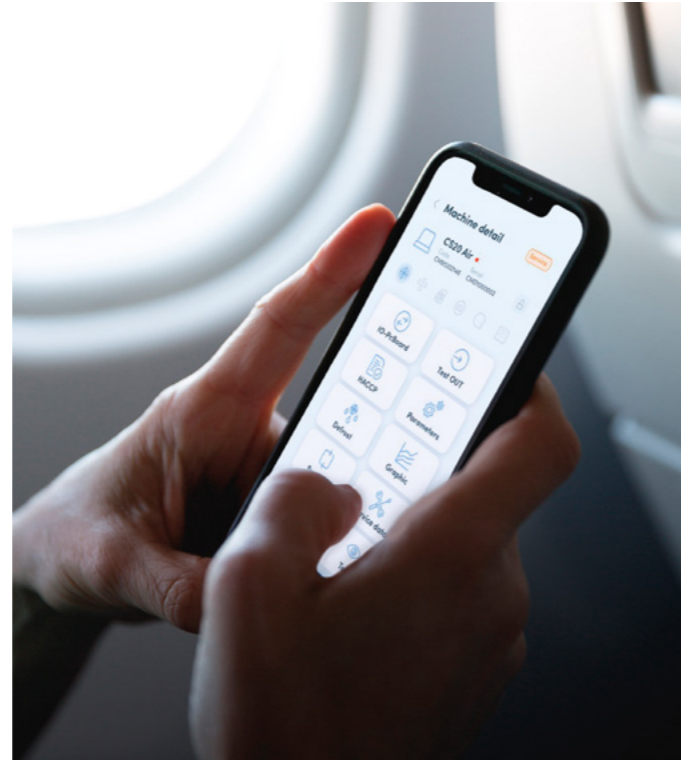
The technological development that distinguishes us aims to a continuous improvement and to the production of machinery with excellent performance and a low impact in terms of energy consumption. The management of water and ice production makes it possible to drastically reduce the possible presence of metals, for a cleaner and more sustainable product. In our business we are committed to constantly reducing our impact on the environment. For this reason, in our new headquarters we have inserted structures for the self-production of sustainable energy and designed a system for the recovery of circulating energy and for the reduction of consumption.

## COMPLETE ASSISTANCE WITH A PROFESSIONAL TEAM

Our large network of resellers is always available to end customers, for quick and effective assistance interventions. The remote technology managed via the App allows us to make remote diagnosis and the retailer to be present both remotely and personally, but already with full awareness of the needs. Cooperation with our resellers is a key point for us to offer reliable products and services to end customers; it is a way to grow together and to establish a lasting and profitable relationship.



# A NEW WAY TO LIVE ICE



## THE NEW FRONTIER OF CONTROL

Connectivity and additional services. These are the two key elements of the technological revolution brought to the world of ice production by the Icematic App “My Ice”. Why are we talking about revolution? Because it is a project on which we have worked a lot (about two years) and which is unique in the panorama of ice machines. Our App works with all our models with a unified electronic board which supports

the technology and provides an area dedicated to the end user and an area reserved for service technicians. The App is very easy to use: it connects to the machine, identifies the type of ice produced and configures itself automatically, giving access to numerous functions that radically change the way the machine is used.

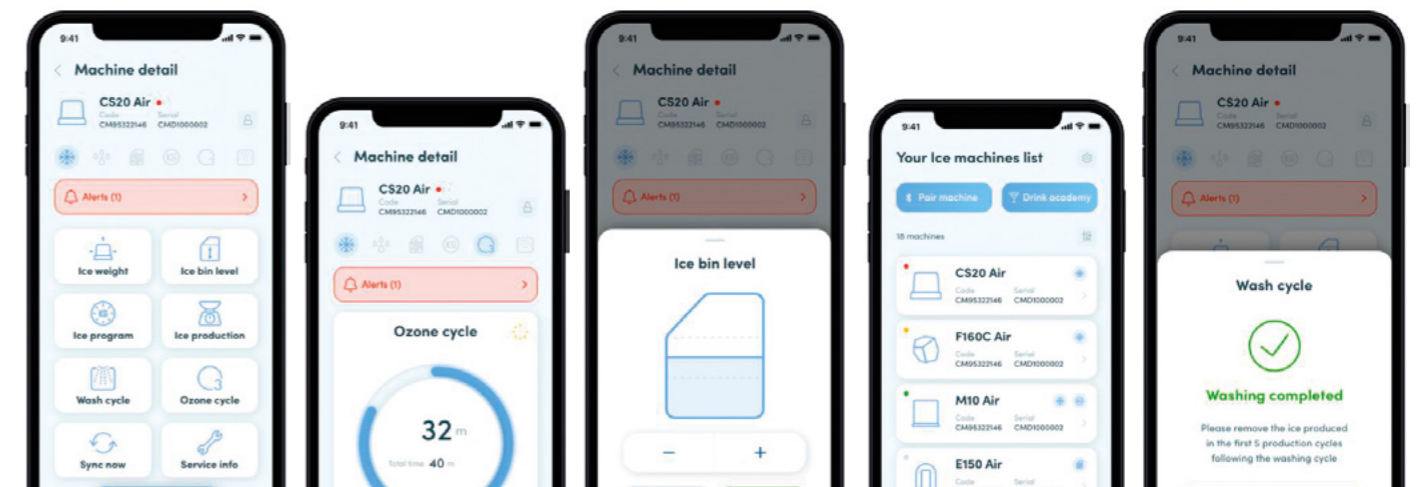
## WHAT CHANGES WITH THE APP

Thanks to the App, the end customer has full control of the machine and can independently perform adjustments and activities that previously required the intervention of a technician:

- adjust the size of the ice
- adjust the humidity level of the ice
- establish the maximum level of the storage bin
- indicate the hardness of the water (to adjust production accordingly)
- start a sanitizing cycle with Ozone or washing the machine
- define the production of a specific quantity of ice at a given time

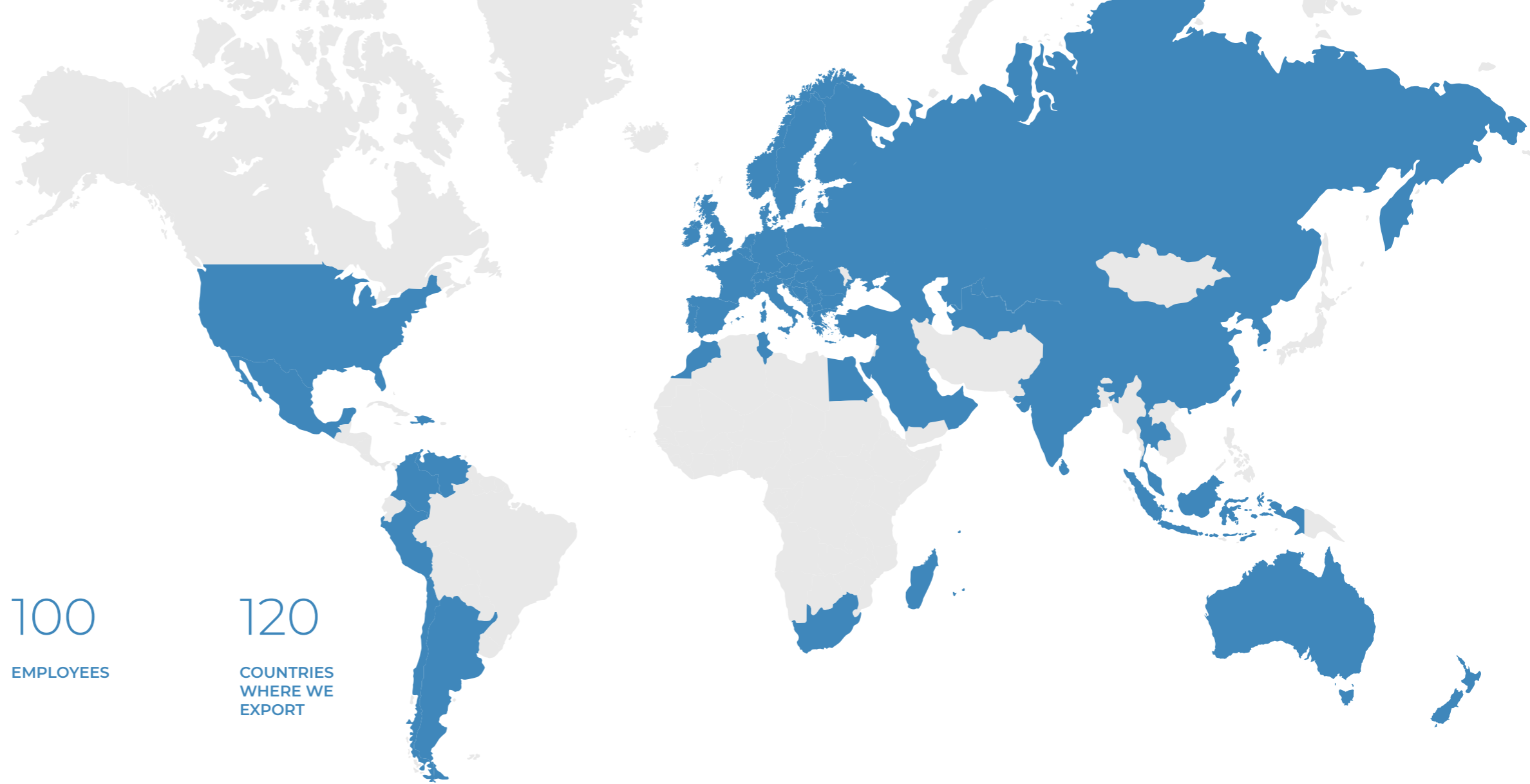
All these actions can be done in complete autonomy and remotely, without having to be present in the laboratory, in the kitchen or at the bar, but comfortably from home with the App. In addition, this technology allows you to monitor the machine and provide initial solutions in the event of an alarm, as well as support the intervention of the service in maintenance, troubleshooting, reducing intervention times and costs.

My Ice App is synonymous with economic and energy saving. Thanks to the planning of ice production, in fact, water and electricity are saved, waste is avoided, higher quality ice is obtained and the life of the machinery is extended.



# ICEMATIC IN THE WORLD

In a kind of static market we are known as innovators, trying every day to do the difference both in terms of the technological evolution of our products and the relationship with the customer. Our sales department, made up of 4 sales representatives who cover the various export areas all over the world and a brand manager, responds every day to customer requests in a proactive and collaborative way.



100

EMPLOYEES

120

COUNTRIES  
WHERE WE  
EXPORT

17500

MACHINES / YEARLY  
PRODUCTION  
CAPACITY

22000

M2 OF PRODUCTION  
FACILITIES

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# ICEMATIC

BE COLD WITH STYLE

an Ali Group Company



The Spirit of Excellence