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ITALFORNI

For over 40 years **ITALFORNI** has been synonymous of **quality** as manufacturer of **ovens for the catering** and industrial field, through the use of the most **advanced technologies** and **innovative design**.

PROFESSIONAL OVENS SINCE 1978

2

3



OUR HISTORY

ITALFORNI was born in Pesaro in 1978, thanks to the courage and passion of **Bruno Ricci** and **Branislav Pagani**, the two founding partners. Together they create an artisan company specializing in the production of **electric and gas ovens** for the professional field.

Branislav Pagani



In 1997 **Andrea Ricci**, Bruno's son, became General Manager and together with his brother Roberto, Production Manager, they started a phase of **managerialization** and **international expansion** of the company by investing in innovation and design.

Bruno Ricci



Andrea Ricci



Roberto Ricci



1978

1985

1996

2005

2019

SINCE 1978

1978



ITALFORNI BORN. Company with a modern and dynamic character, it operates in highly and specialized way in the field of electric and gas ovens.

1984

HEADQUARTERS EXPANSION. Production increases steadily, year after year and it's decided to move to a new location to expand the development of new products.



1988



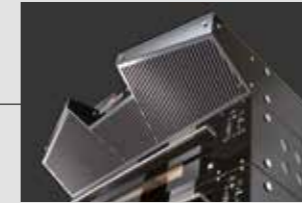
MODULAR DECK OVEN EURO. Investments are made in the food sector and the modular deck oven Euro born, which has the possibility of stacking up to 3 baking chambers.

1997

GENERATIONAL CHANGE. The new executive board brings innovation and changes, both from a commercial and production point of view, focusing on design and quality.



2012



BULL THE 1st DESIGN OVEN. The Bull comes from the pencil of Raffaele Gerardi, the first design oven in the pizza world, completely covered in tempered glass.

2018

40 YEARS OF ITALFORNI. International expansion and constant growth lead the company to be among the production leaders of industrial ovens for the HO.RE.CA. industry.



2019



NEW BRAND IDENTITY. Under the creative direction of Matteo Beraldi, the company renews its brand identity, with a current and modern language, following the evolution of the market.

2021

NEAPOLITAN PIZZA OVEN. The company, with forty years experience, develops a new oven for cooking Neapolitan pizza with an unique and high-performance design.



2022



ITALFORNI by WAICO GROUP. ITALFORNI becomes part of WAICO GROUP, a group born from the union of leading Italian companies in the bakery, pizza & pastry sector that develops professional equipment.

CARUSO

THE FUTURE OF NEAPOLITAN PIZZA

BAKING HAS NEVER BEEN EASIER

ALWAYS TOP QUALITY

SUSTAINABILITY

Every year ITALFORNI invests resources in the **constant search of eco-friendly materials, technologies and production processes**, implementing practices to raise awareness on it. Today producing is synonymous with **respect for the environment** but above all for future generations to come.

EFFICIENCY

ITALFORNI carries out countless technical tests to achieve the **highest level of energy efficiency** on its products. We use the best insulating materials and patented heating technologies. The aim is to **minimize the consumption** by offering the **maximum yield and cooking quality**.



INNOVATION

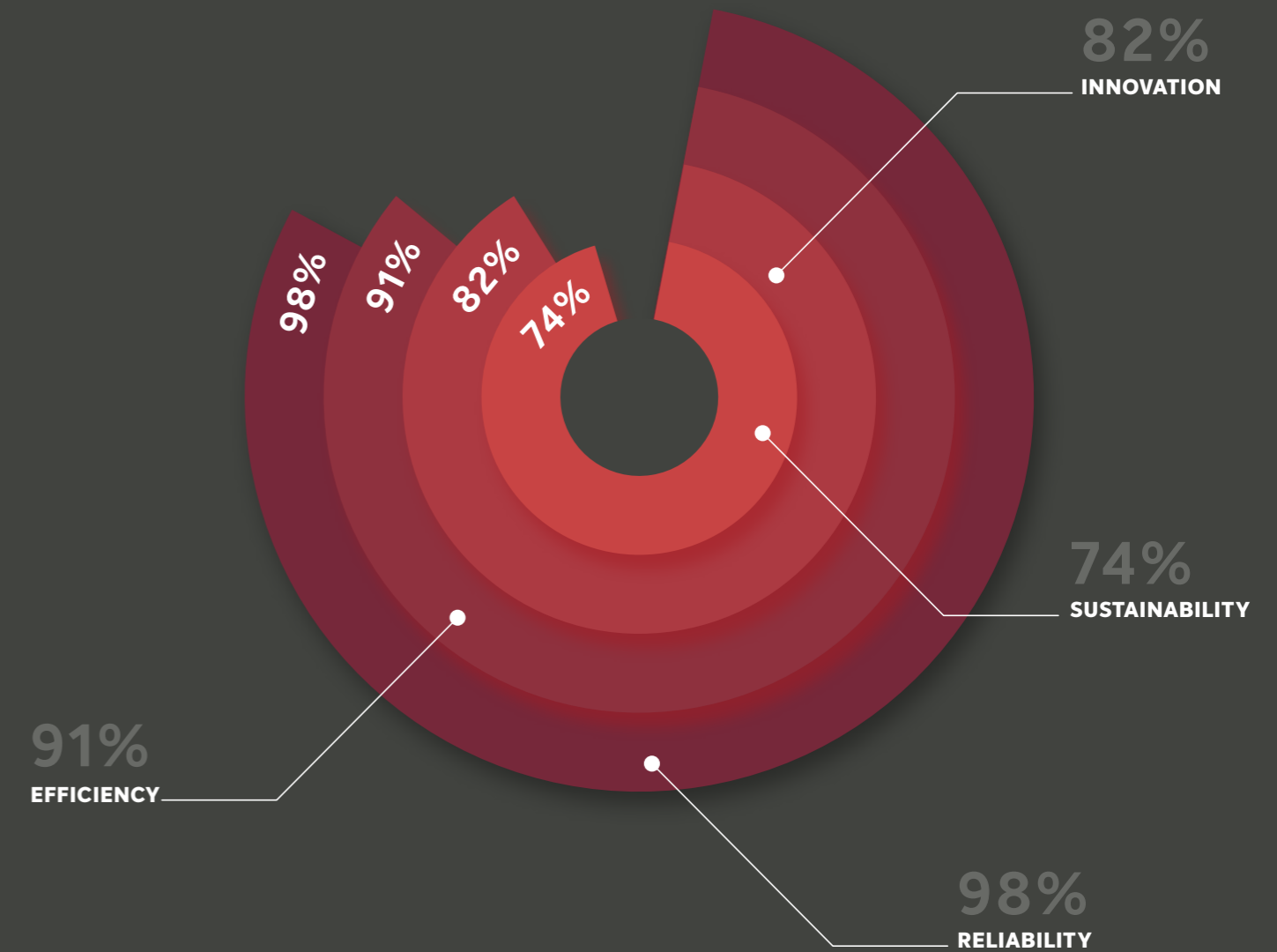
Innovation is part of ITALFORNI's DNA, because without innovation there is no future. Our goal is to offer to our **customers unique** and inimitable products, capable of responding to the most extreme needs of the professional kitchen, because they are studied on their real needs through a **unique design** and the **best technology** available.

RELIABILITY

Over the years, the company has acquired the utmost trust from its many customers thanks to the **seriousness, professionalism and quality of its products and services**. A professional oven must be reliable in terms of construction and performance, essential characteristics of an ITALFORNI product.

OUR VALUES

Each new product that is developed must be **sustainable** in terms of production, **respecting the environment** and the resources used. Offering **maximum energy efficiency**, thanks to high-performance insulation systems and cutting-edge heat management technology. **Innovative ovens** designed by Italian designers together with the best national technologists and chefs, which ensure the **highest quality** and **reliability** in terms of performance and resistance.



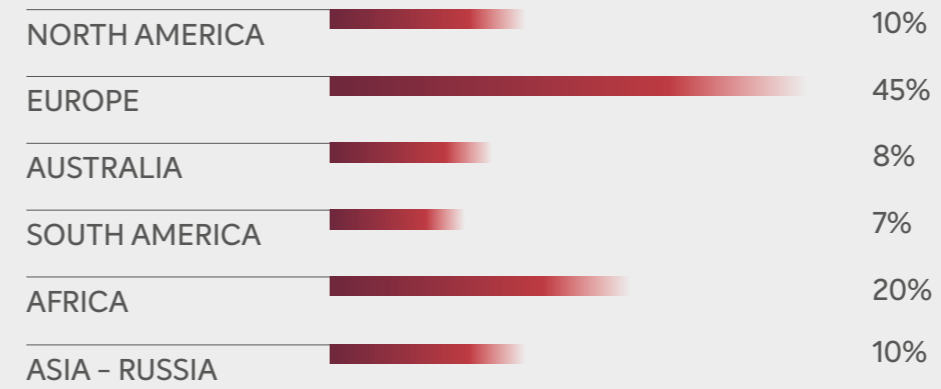
These are the values that represent the company and which inspire it in the creation of its products, guaranteeing its **customers extreme adaptability** to different production needs. **Ergonomics** and **functionality** in use, **operational safety** and **energy saving**, all in compliance with food regulations.

Even today, the company, with **solid industrial experience**, offers craftsmanship, with meticulous **attention to detail** and uses the best materials available on the market. Continuous improvement guaranteed by the ability to listen to the market and a strong vocation for **innovation, quality and design**.

ITALFORNI IN THE WORLD

Starting as a small artisan reality, today ITALFORNI is a **solid and concrete industrial reality** on the international scene. In fact, thanks to its multiple agents and dealers selected in the area, it offers a widespread and well-structured commercial network both in Italy and in **Europe**, as well as in **North** and **South America**, **Asia**, the **Middle East**, **Russia** and **Africa**.

EXPORT VALUE ON TOTAL REVENUES



ITALFORNI
PESARO

ITALY
EUROPE
WORLD

7%

ANNUAL AVERAGE
TURNOVER GROWTH

70%

EXPORT
TURNOVER

5%

RETURN ON
INVESTMENT

The internationalization of the company has been a constant and ambitious process carried out by the second management generation, which has always believed in **Made in Italy** and its values such as **beauty, creativity and innovation**. This intuition has led the company to an average of constant annual growth of over 7%.

70% of turnover derives from exports which continue to grow especially in rapidly expanding countries in the **HO.RE.CA** sector, such as Russia and the Middle East, as well as a solid presence of ITALFORNI in North and South America. 5% of the turnover is re-invested in **research and development** to offer customers always current and future-oriented solutions.

THE FUTURE IS INNOVATION

Innovating means transforming something by **introducing novelties**, and this principle is the basis of the evolutionary history of ITALFORNI which has always focused on **innovation**, researching, designing and developing oven models that are different and unique in **design, technology** and **performance**.

DIAMOND BULL VISOR



12

13



FIELDS OF USE

There are many fields within ITALFORNI is positioned with its **compact, modular** or **conveyor belt ovens**. Thus managing to reach a wide range of activities in the **restaurant** and **industrial sectors**, in addition to the production of kilns for glass and ceramics.

PIZZERIA PASTRY GASTRONOMY



PIZZERIA

Ovens for pizzerias and restaurants, able to **simplify work** and **increase productivity**, thanks to modular solutions that satisfy every space requirement. The different cooking programs ensure savings resulting from the **progressive optimization** of working times.



GASTRONOMY

Ovens for gastronomy with simplified **control system of humidity** in the chamber, useful for obtaining uniform and homogeneous cooking especially when working at full load. You can choose between different cooking programs available, with over **50 customizable recipes**.



BAKERY

Ovens designed for the **perfect cooking** of bread and its derivatives. They ensure the greatest uniformity and quality of cooking because they allow you to select the **mode of heat diffusion**. Made with high quality materials for **excellent durability** and **resistance over time**.



INDUSTRIAL TUNNELS

Tunnel ovens ideal for cooking multiple product lines. **Ease of use**, perfect cooking with very **low consumption**. Among the most compact on the market, they can be integrated into any automatic production line. **Special custom configurations** can be made on request.



PASTRY

Professional pastry ovens, equipped with a digital interface and touch-screen, to manage cooking operations in a more **functional** and **efficient** way, using temperature automation solutions and control systems, ensuring **safety** and **consistency** of results.



GLASS AND CERAMIC

Ovens for cooking ceramic and glass designed and manufactured **in different sizes and power**, to meet the needs of different production companies. All models have **excellent construction and material qualities**, with high performance and low consumption.

DESIGN AND TECHNOLOGY

ITALFORNI has always been oriented towards **design** and the search for innovative **shapes and materials** in line with the trends of architecture and interior design, **new technologies** that can improve the usability of its products and facilitate the work of professionals.

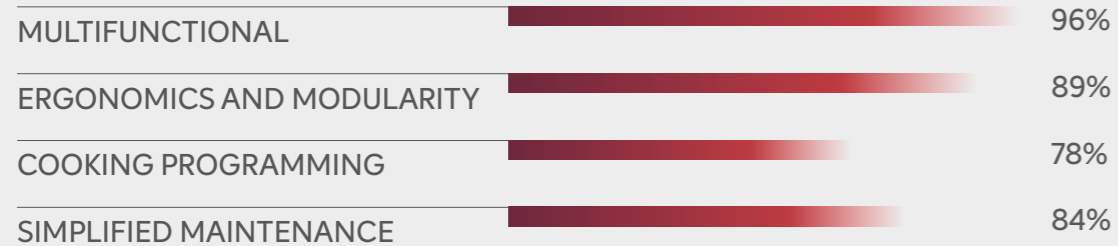
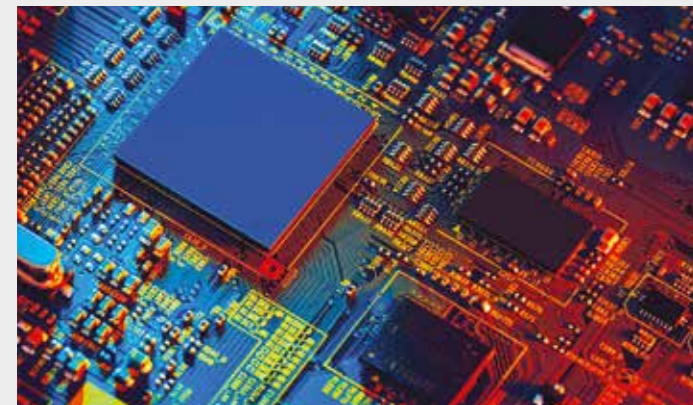


CUSTOMIZATION

ITALFORNI is able to guarantee the **maximum customization** of its ovens through artisanal processes and processes that satisfy any type of dimensional, aesthetic and production requirement. Through the **CUSTOM department** within the company, custom-made ovens are developed for different sectors and areas.

SMART TECH

Through technology and its evolution, ITALFORNI wants to make its ovens more and more **intelligent and performing**. Machines capable of best supporting the work of professionals through simple and intuitive cooking programs. In addition to having **simplified maintenance** systems and remote assistance.



DESIGN
HI-TECH
CUSTOM



EFFICIENCY AND SUSTAINABILITY

ITALFORNI products ensure **maximum efficiency** in terms of **energy** and production yield thanks to technical and construction elements, studied in detail. The constant research and use of **eco-friendly industrial processes** and sustainable materials have allowed the company to receive prestigious awards and recognitions.



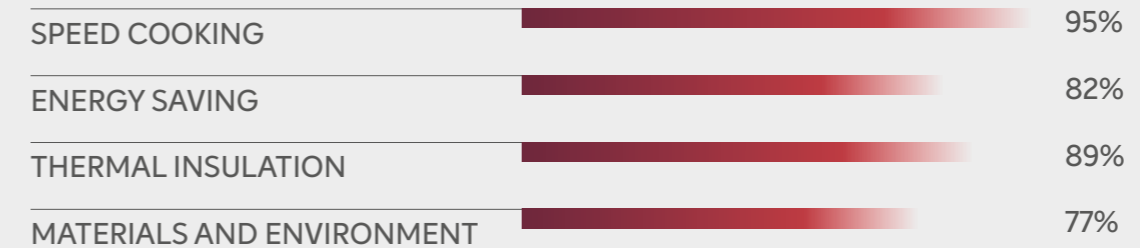
HEAT QUALITY

Thanks to the solid experience gained in the production of **industrial ovens** for **cooking glass and ceramics**, ITALFORNI over the years has achieved a power and quality of heat, in the cooking phase of food, today recognized and imitated at an international level.



SUSTAINABLE PROJECT

Respect for the environment and resources is a fundamental issue for the company which has always used **sustainable production processes** and easily recyclable materials as well as guaranteeing, in each oven, **maximum cooking speed** and thermal insulation with **minimum dispersion of heat** and therefore of energy.



ENERGY
ENVIRONMENT
FUTURE

COLLABORATIONS

ITALFORNI has many collaborations in the culinary field with **starred chefs, master pizza makers** and national and international TV personalities who have chosen to collaborate with the company and establish a relationship of trust and collaboration to **promote the quality of ovens around the world.**

PERFECT
COOKING
PARTNER



CHEF AND PIZZA MASTERS
ITALFORNI periodically establishes **collaborative relationships** with renowned chefs and master pizza makers, who often become real **testimonials** of our products.

MASTERCLASS AND DEMONSTRATIONS
On several occasions ITALFORNI combines its products with **masterclasses**, cooking demonstrations and tastings, dedicated to **professionals** in the **catering world.**

HO.RE.CA.

For over 40 years ITALFORNI has been the **ideal partner** for professionals and chains in the HO.RE.CA sector, because it offers each customer a **unique and original product** in every aspect. Reliable products and impeccable service are the **strengths** of ITALFORNI.

BULL - Las Vegas



VISOR - Milano



DIAMOND - Mosca



AWARDS AND RECOGNITIONS

Multiple awards and **recognitions** obtained by ITALFORNI over the years, both nationally and internationally, have confirmed the company's ability to **innovate and develop high quality products**.

2007 — ● 1st **GUINNESS WORLD RECORD**. ITALFORNI enters the Guinness Book of World Records for the first time, thanks to the longest pizza in the world cooked with its Tunnel oven.



2009 — ● **PATENT TUNNEL**. The refractory stone conveyor belt is patented and introduced on the Tunnel oven, a great innovation in terms of quality and performance.



2014 — ● **GULFOOD BULL**. The Bull Oven, designed and engineered by Raffaele Gerardi, receives the Gulfood 2014 - Dubai award as the best product of the year.



2017 — ● 2nd **GUINNESS WORLD RECORD**. In Fontana, California, for the second time ITALFORNI enters the Guinness Book of Records, for the longest pizza in the world.



2017 — ● **SMART LABEL DIAMOND**. The Diamond oven, designed by Matteo Beraldi, receives the Smart Label innovation award - Host Fiera Milano.



2020 — ● **CRIBIS**. ITALFORNI receives the certificate from Cribis Prime Company, reference of great value that certifies the company's maximum economic and commercial reliability.



2023 — ● **ITALFORNI**. Italforni received the Prestigious AVPN certification as a product approved and certified by the Associazione Vera Pizza Napoletana.



PASSA
PRESENTE
FUTURO

SHOWROOM AND ITALFORNI LAB

The ITALFORNI **showroom** is located inside the company headquarters in Pesaro, which exhibits most of the ovens produced. Together with specialized consultants it is possible to deepen the characteristics and peculiarities of the various models. **ITALFORNI LAB** is the company's product testing laboratory, where it is possible to perform **cooking tests** in real time, test products and attend **workshops** and **masterclasses**.



Showroom

ITALFORNI LAB was created to allow all customers to know and touch the **cooking qualities of the ovens** through direct testing of the product. By visiting the showroom it is possible to view the ovens and then test their **technical and constructive qualities** in the laboratory, with the support of the ITALFORNI team.



New products presented from the ITALFORNI SHOWROOM

INSIDE

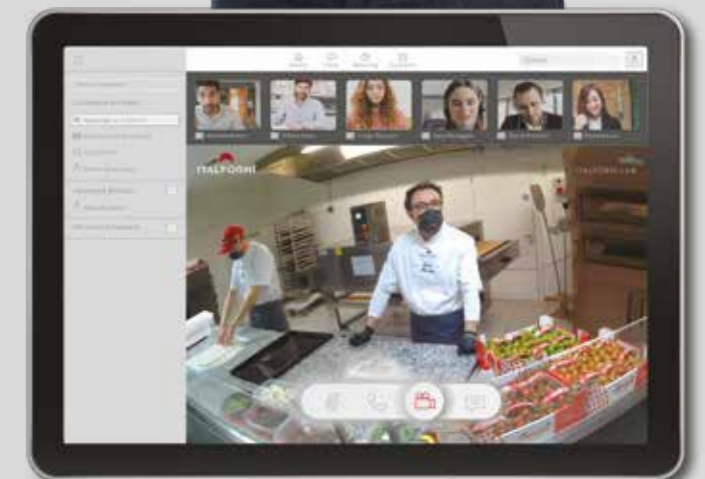
Inside is the new ITALFORNI **digital consulting** program, which leads the customer to discover the company directly from within. It is in fact possible to **virtually visit** both the company showroom and the laboratory and, together with the ITALFORNI team, discover the **latest news** through personalized consultancy.

PERSONAL
DIGITAL
TUTOR



TRAINING AND ASSISTANCE

The ITALFORNI team provides each customer with a **personal digital tutor** who supports and assists the customer at 360°, from the initial phase of **selecting the best oven** in relation to production needs, up to the **delivery** and **installation** phase.



SOLIDITY TRADITION FUTURE



CERTIFIED PRODUCT

Our Caruso® oven has received the prestigious **AVPN** certification, as a product approved and certified by the **Associazione Vera Pizza Napoletana [True Neapolitan Pizza Association]**. The mark promotes and protects, in Italy and worldwide, the true Neapolitan pizza and attests that our Caruso® oven **conforms to the AVPN international specifications** for baking this great excellence of the Neapolitan culinary tradition.



ALREADY AT
THE AGE OF 10
I WAS FOLLOWING
MY FATHER
INTO THE
SHED WHERE
HE CREATED,
WITH PASSION
AND AMBITION,
WHAT IS
ITALFORNI
TODAY.

Andrea Ricci – General Manager Italforni

OUR MISSION

The company mission is to continue to offer **products of excellence** at an international level. Ovens able to be the best partners for all professionals in the HO.RE.CA sector, who demand **perfect cooking quality** and a **unique and refined design**. Continue to invest in **research and**

development, to design new ovens that are increasingly **performing and intelligent** thanks to the support of technology and the use of resistant and regenerable materials. Production processes that are increasingly **eco-sustainable**, respecting the environment and people.



The human factor is fundamental for ITALFORNI, to pass on the **technical** and **planning know-how** of the territory and keep the flag of the true Made in Italy high, an absolute value in terms of **quality, performance** and **style** at an international level.

Each person of the ITALFORNI team is special, because he embodies **knowledge** and **experience**, fundamental elements for continuing to produce quality ovens. In addition to the **harmony, friendship** and **passion** that binds the whole ITALFORNI team for over 40 years.



TECHNOLOGY EFFICIENCY DESIGN

ITALFORNI, THE IDEAL PARTNER FOR PERFECT COOKING







ITALFORNI IS A BRAND OF WAICO GROUP

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