

# COMPANY PROFILE

EN

**WAICO**  
GROUP



# THE ART OF BAKING

## WE MANUFACTURE PROFESSIONAL MACHINES AND OVENS

We are an **Italian group** among the leaders in the bakery, pizza & pastry equipment sectors. Thanks to the merging of five Italian companies, Vitella, Efedue, Starmix, Flamic and Italforni, we are able to produce **professional machines and ovens** chosen by the best baking professionals across the world.



### 01 PIZZERIAS

We provide everything required to kit out a pizzeria, from dough-making machines, to dividing and rounding machines to ovens equipped with latest generation systems designed to control cooking programmes. Professional tools, key to making excellent pizzas.

### 02 BAKERIES

We support bakeries helping them create their ideal laboratory with machines and tools that aim to achieve correct baking operations: ovens, mixers, dividers and much more. For all types of bread that have quality as their common denominator.

### 03 CONFECTIONERIES

The art of confectionery is a combination of craftsmanship, techniques and creativity. We support manufacturers by delivering professional mixers, planetary mixers, dough sheeters and ovens designed to bring their creations to life.

### 04 INDUSTRIES

With machines and ovens dedicated to higher productivity levels, we support craftsmen with semi-industrial production, large-scale distribution and the food industry, with superior standards, quality materials and reliable service.



## ONE SINGLE GROUP FOR YOUR PROFESSIONAL REQUIREMENTS

In just a few years we have managed to achieve significant milestones in terms of aggregating established brands and their product categories. Below are some numbers illustrating what Waico Group represents today at a worldwide level, one of the most dynamic and innovative enterprises in the Baking sector.

TURNOVER

€35M

WHERE WE EXPORT TO

110

MODELS IN PRODUCTION

345

EMPLOYEES

100

CLIENTS SERVED

2400

SURFACES

14,800 M2

\*CONSOLIDATED GROUP DATA 2024



# OUR BRANDS

## A GROUP AMONG THE SECTOR LEADERS

Our brands, **industrial excellence** in terms of quality standards and reliability, guarantee Baking professionals the tools necessary to achieve excellent management of **all production phases** in the laboratory, boosting the efficiency of the **entire production process**.



 **STAR**MIX

Thanks to its extensive experience in the mixing industry and a widespread network of dealers, STARMIX manufactures robust, high-performance planetary mixers. It provides innovative support to the most demanding professionals in the production of creams and the preparation of special doughs.

 **vitella**

It designs and produces dividers and rounders featuring an unmistakable and functional design. A new generation of bread and pasta processing machines ideal for bakeries, pizzerias and confectioneries. No detail is left to chance in a VITELLA product, to ensure a unique professional experience.

 **ITALFORNI**

It has been successfully operating at exceptionally high levels in the professional electric and gas oven industry for over forty years. ITALFORNI delivers high-performance products with a unique and technologically advanced designs for the pizzeria, bakery, confectionery, delicatessen and industrial sectors.

 **flamic**

Specialised in the production of manual and automatic dough sheeters ideal for the rolling of dough strips to make puff pastry, croissants, shortcrust pastry and pizza bases. FLAMIC is an international benchmark firm for bakery, confectionery and catering professionals.

 **EFFEDUE**

A spiral mixer manufacturer, with over 30 years of experience, for the pizzeria, bakery and confectionery sectors. Its specialisation, combined with ongoing research and development activity, allow EFFEDUE to reach superior quality standards suitable for all types of dough processing.

# INNOVATION

NEW IDEAS  
AND  
PROCESSES



## PRODUCTS

Our R&D team is focused on **designing machines and ovens** of increasingly high performance and reliability. Products capable of fulfilling the needs and requirements of professionals, supporting them throughout the different work phases with a **simplification of processes** and **greater flexibility**. The challenge of innovation for professional machines and ovens will mainly involve advanced technology, energy saving and digital integration aspects.

## SERVICES

We have always focused on **customising the services we deliver** throughout the entire purchasing process, to fulfil the specific demands of each customer and **create added value** that extends beyond the technical quality of the product. **The automation** of processes, **simplification of procedures**, customer **training** or **expert advice** are just some of the services we offer.

## PROCESSES

In spring 2023, the Group embarked on a key industrial integration process. The operational activities of the four brands in the machinery division, Starmix, Vitella, Effedue, Flamic, have been moved to the **new operating headquarters in Isola Vicentina**. We have integrated new production processes and digitised various processes, with the aim of enhancing our customer services and preparing the Group for an additional **technological and commercial development** phase.

## CULTURE

We are creating an **environment** that fosters innovation among employees and encourages the **sharing of ideas**, critical thinking, and **active involvement** in corporate processes so that new and successful solutions can emerge as quickly as possible. In addition to **promoting the training and continuous** instruction to employees by stimulating a natural approach to innovation.

IN OUR MINDS, INNOVATION REPRESENTS THE ADOPTION OF NEW IDEAS, PROCESSES, TECHNOLOGIES THAT TOGETHER LEAD TO CONTINUOUS IMPROVEMENT



BEING CAPABLE  
OF SWIFTLY  
ADAPTING  
TO CHANGES  
IN MARKET  
CIRCUMSTANCES

In our mind, **innovation, product design** and **customer services** are key tools for the development of the Waico Group. Design intended as a focus on functionality, ergonomics, performance and cost, user-friendliness, efficiency and sustainability. **Higher performing** and **smarter** machines that are able to support professionals throughout all their work phases with inputs, bespoke programmes and dedicated apps for remote management. Each innovation we achieve is the result of a **process of research and listening** to the actual needs and requirements of constantly evolving markets.

Our R&D team works to **develop new instruments and production processes** that are able to deliver superior **quality standards**, with laboratory tests conducted in-house and at the facilities of the top certifying bodies.

TECHNOLOGICAL  
AND INDUSTRIAL  
INNOVATION





# SUSTAINABILITY

## MANUFACTURING IN A MANNER THAT RESPECTS THE COMMUNITY AND THE ENVIRONMENT

At Waico Group we see **sustainability** as our ability to **operate in the long term**, minimising any negative impact on the environment and its resources and achieve sustainable growth without compromising the future of the new generations. Our aim is to reach a **balance between value creation and social and environmental responsibility**.

We are highly focused on topics such as energy efficiency and environmental and social sustainability. We **invest heavily** in these aspects and foster constant and growing commitments to improving production processes, using **durable materials and technologies** that can better manage energy and **reduce consumptions**.



OUR  
COMMITMENT  
TO THE PLANET

REACHING A  
BALANCE BETWEEN  
VALUE CREATION  
AND SOCIAL AND  
ENVIRONMENTAL  
RESPONSIBILITY

OUR  
COMMITMENT  
TO THE PLANET

## REDUCE CONSUMPTIONS WHILST GUARANTEEING HIGH PERFORMANCE

The entire product manufacturing cycle represents concrete proof of our commitment to sustainability. **A set of targeted actions** that result in **reduced emissions, smart resource management** and an active approach to **promoting the recycling** and reuse of materials.



### 01 ENERGY SAVINGS

We focus on **reducing energy waste** for each product with technical improvements to deliver high performance, low consumption machines and ovens. We have invested in the self-production of energy with a **photovoltaic system** currently under construction on the roof of the new headquarters.

### 02 QUALITY AND DURABILITY

The machines and ovens we manufacture boast a **long service life** because they are made from **premium quality materials** with a focus on reducing components and machining times. This approach contributes to promoting a circular economy vision that fully respects the environment.

### 03 ECO-FRIENDLY PACKAGING

We already use highly **recyclable and eco-sustainable** materials, with packaging designed to **reduce the environmental impact** associated with the production, use and disposal of the packaging itself. We are constantly searching for simplifications that reduce variations in shape and form and subsequently material consumption.

### 04 WORKING ENVIRONMENT

Waico has dedicated significant resources to the **well-being** of its employees by investing in improving the **quality of the work environment**.





STARMIX was founded in 1999, joining and developing within a particularly favourable territorial context, characterised by a specific industrial "atmosphere", brimming with professionalism, skill and consolidated technology, in which new ideas and advanced technological research originate more easily. Within this context, STARMIX specialised in the manufacturing of planetary mixers for artisan, industrial and catering confectioneries, developing according to the "step by step" philosophy until, in just a few years, it became one of the leading companies in the sector. Its constant interaction with a well-established network of highly specialised suppliers guarantees superior quality products and the ability to produce bespoke industrial and artisan machines.



THE WIDEST RANGE  
OF ARTISAN AND INDUSTRIAL  
PLANETARY MIXERS.

MIXING  
MACHINES FOR  
INDUSTRIAL OR  
ARTISAN USE



# vitella

VITELLA is a brand founded in 1987 featuring a line of innovative machines for the dividing and rounding of dough. A new generation of dividers was developed in 2009 which were unique not only in their sleek design, but also for their new concept. No detail is left to chance, attention is paid to every aspect to achieve a completely new product which is more reliable, safer and more enjoyable to use. VITELLA has successfully created a long and recognised tradition in the manufacture of bread and pasta processing machines, offering modern bakers and pizza chefs machines that go beyond simply 'making' the product, providing a total design experience and a quality of end results that satisfies its users.

DIVIDERS,  
PRESSES AND  
ROUNDERS  
FOR BREAD  
AND PIZZAS



DESIGN AND TECHNOLOGY  
AT THE SERVICE  
OF PROFESSIONALS.







ITALFORNI is a modern and dynamic brand and is highly specialised in the electric and gas oven sectors. All of its 40 year experience is put into the craftsmanship and attention to detail throughout the processing of its products, using only the highest quality materials available on the market. It has a range of products designed to meet the different demands of pizzerias, bakeries, confectioneries, delicatessens and industrial tunnels. ITALFORNI has also been successful in its manufacturing of ovens using ceramics, porcelain and glass.

PROFESSIONAL  
ELECTRIC AND  
GAS OVENS



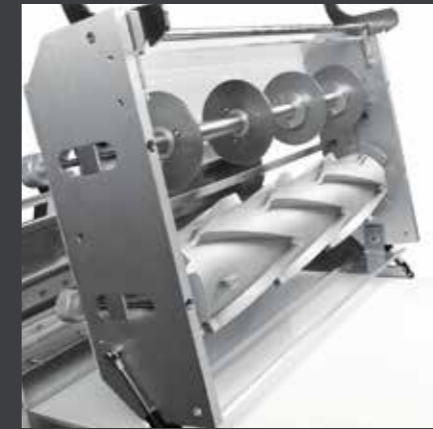
THE IDEAL PARTNER  
FOR PERFECT BAKING.



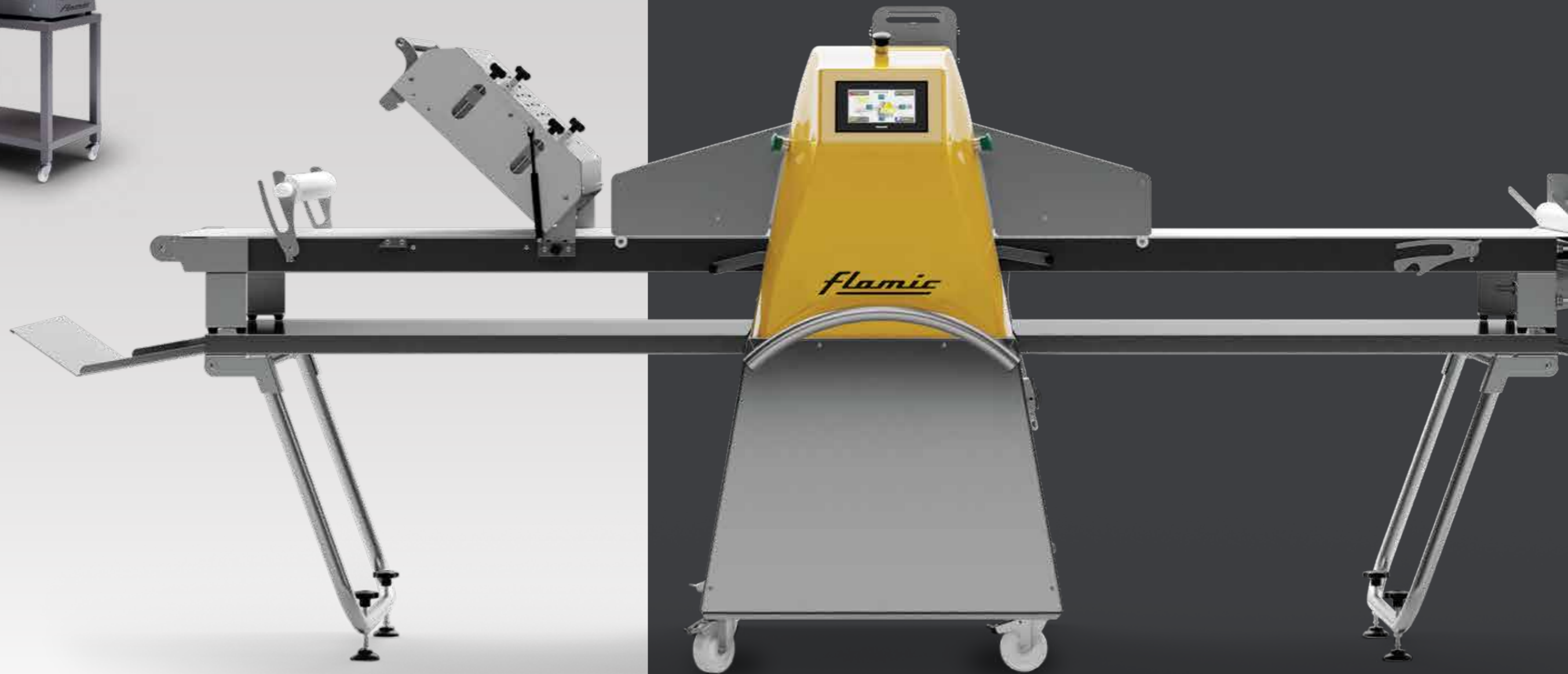


FLAMIC is a brand specialised in the production of manual and automatic dough sheeters ideal for the rolling of dough strips to make puff pastry, croissants, shortcrust pastry and pizza bases. For over 20 years, it has been designing and manufacturing ovens, supporting retailers, agents and customers in the food industry: confectioneries, bakeries and pizzerias. Constant innovation allows the company to produce machines with increasingly high levels of performance and safety, CE, CB (international) and EAC (Russia, Belarus, Kazakhstan, Armenia) certified, with over 5,000 machines sold worldwide and exported to more than 80 countries. The futuristic design of the casings combined with the millimetric dough rolling precision, makes FLAMIC one of the most appreciated brands by professionals all over the world.

## MANUAL AND AUTOMATIC DOUGH SHEETERS

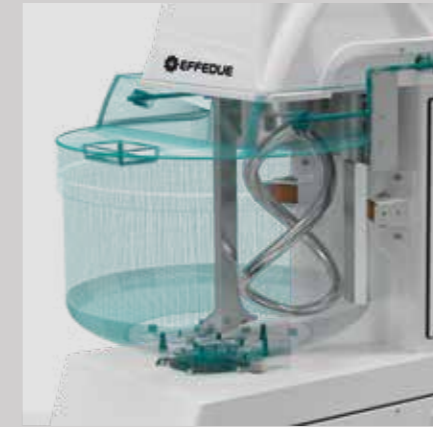


## TECHNOLOGY AND PRECISION IN YOUR LABORATORY.



With thirty years of experience, EFFEDUE is currently a brand which is capable of meeting all spiral mixer market demands. Thanks to its vertical specialisation (which also envisages constant innovation and high quality standards), EFFEDUE has been able to develop new lines of mixers that are ideal for all types of dough processing. The high level achieved as regards to the production of machines (over 1,000 machines per annum), results in an excellent cost/quality ratio that is difficult to match. EFFEDUE mixers are currently sold successfully in over 40 countries, in Europe, Australia, USA and Mexico.

## PROFESSIONAL SPIRAL MIXERS



**POWER AND  
SIMPLICITY IN CREATING  
YOUR DOUGH.**





# VALUES

TEAMWORK IS A CORE VALUE TO US



IN THIS ORGANISATION, WE EMBRACE THE FOLLOWING CORE VALUES:

- 01 PASSION** **Passion** is the driving force behind all our efforts. We are committed with enthusiasm and dedication, **putting our heart** into everything we do, because we believe that this is the only way that **great results** can be achieved and **unique products** can be built.
- 02 COURAGE** We are **courageous** in facing complex professional challenges, **constantly searching** for new opportunities, with **innovations** in processes, services and products. Courage drives us to **overcome obstacles** and grow when tackling the challenges of the **future**.
- 03 SHARING** We value the **sharing** of knowledge, experience and resources. We believe that openness and **collaboration** are key to individual and collective **growth** that is a core element of the **Group**.
- 04 EXCELLENCE** We are constantly striving to achieve **excellence** in every aspect of our work. We are committed to **exceeding expectations**, continually improving ourselves and delivering **premium products and services** to our customers.
- 05 RESPONSIBILITY** **Responsibility** is another core aspect of our mission. We operate in an **ethical, sustainable** and **transparent** manner, with the aim of contributing positively to the **well-being** of society and the planet.

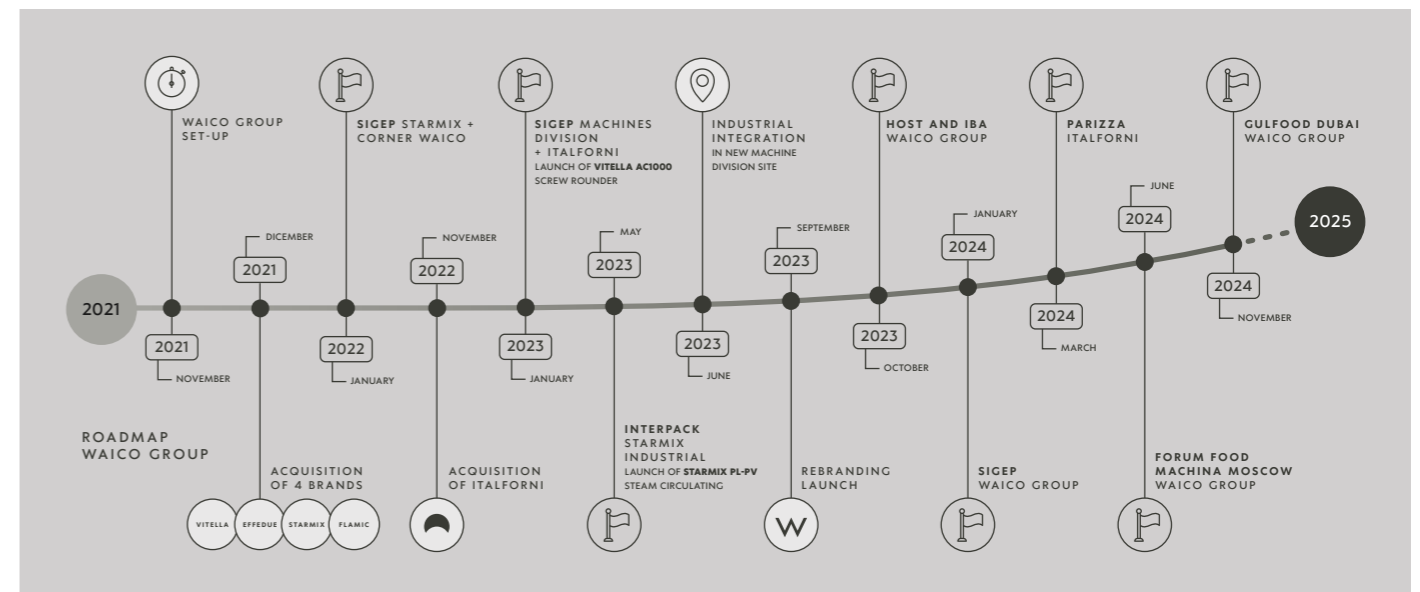
# MISSION

LET PROFESSIONAL DREAMS COME TRUE

Our **mission** is to become the **benchmark partner** for the top professionals in the Baking sector at a worldwide level.

We are committed to supporting their **growth** and helping them create exceptional products by supplying the most **cutting-edge, reliable** and **functional** laboratory equipment available on the market.

We provide our customers with **unique specialist expertise** and an extensive international sales network to support them in their **most innovative and complex projects**.



WAICO GROUP ROADMAP

THE BENCHMARK TECHNICAL PARTNER



**WAICO**  
GROUP





WAICO  
GROUP

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