



**Quality
in quantity**
Company Profile
fireX
Share the taste

Backed by previous experience in the sector, 20 years ago we started Firex to design and produce equipment for professional kitchens around the world. Since then, we have been committed to ensuring that Firex is synonymous with safe, high-performance and innovative products in the hands of chefs, food technicians and teams from every nation and continent, transforming the catering kitchens into a laboratory of taste.

WE SHARE A NEW WAY OF COOKING FOR CATERING

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**WE ARE
CUSTODIA
OF AN
INFINITELY
REPRODU
QUALITY**

ANS

Masters of a culinary tradition unique in the world, **we are the promoters of a food culture at the service of the community.** We give chefs of every professional kitchen the chance to infinitely replicate their preparations, and the satisfaction of finding the same quality in each. From Rome to New York, from Dubai to Shanghai, their recipes have the same taste, and the dishes retain the same properties.

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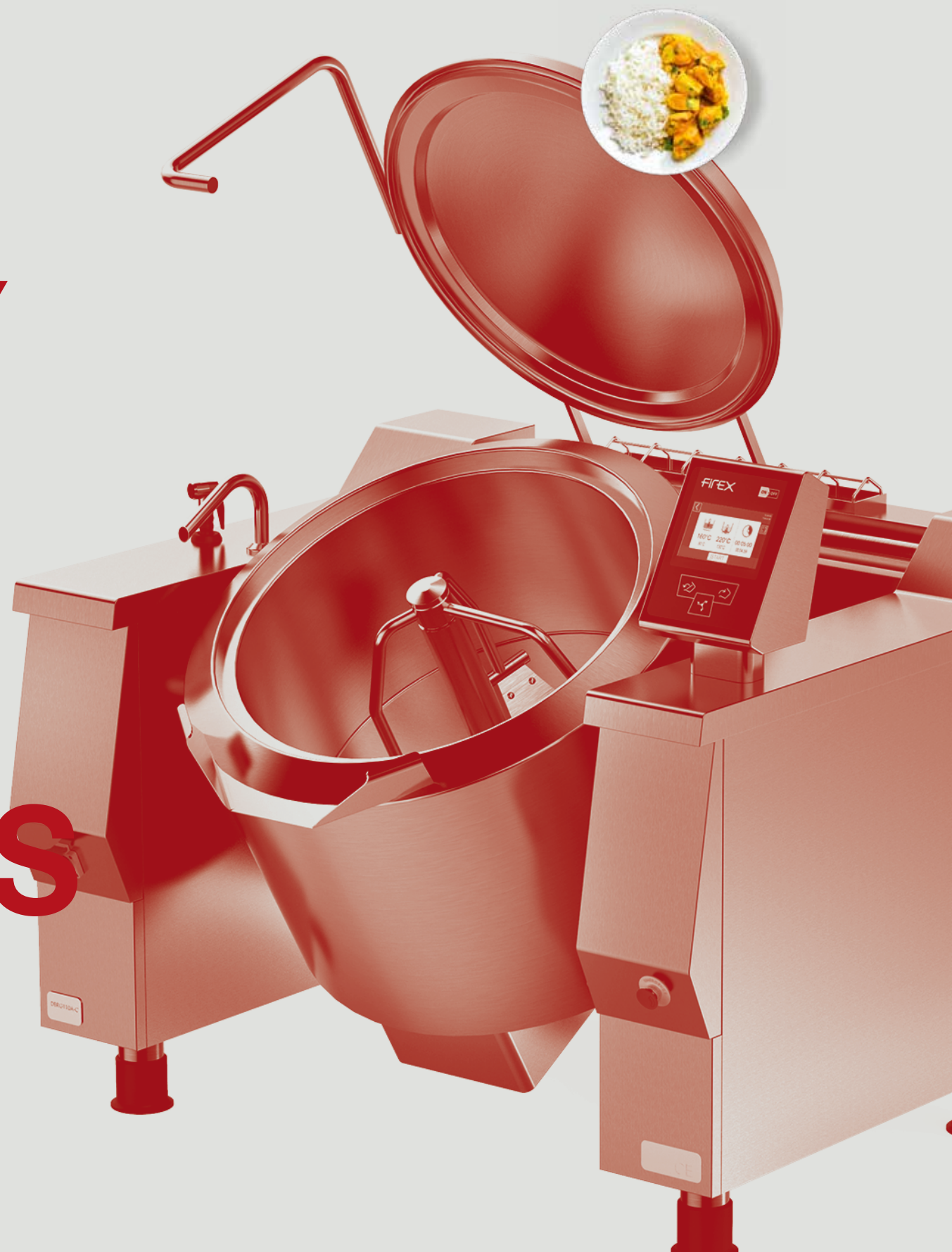
We produce a wide range of cookers and professional machines with which to carry out various types of cooking, from traditional to pressure, in a simple way, thanks to automated procedures that save time and resources. To meet all needs we develop each line in different capacities and with gas, electric or steam heating systems. Each model can be equipped with dedicated accessories and optional extras, designed in compliance with the characteristics of the food and its properties.

VERSATILITY IS ONE OF OUR SECRET INGREDIENTS



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Our professional cooking equipment is highly automated. It allows you to set cooking programmes, and monitor the progress of each phase, ensuring the safety and control of each process. Each machine equipped with an **FTC (Firex Touch Control)** electronic board has a practical and intuitive interface with which to memorise and adjust each function. With a simple touch, you can access the programmes and have every phase of preparation under control.

THE PROFESSIONAL KITCHEN HAS A HI-TECH HEART



Part of our job is to make sure our customers are satisfied and able to make the most of their tools.

This is why we take care in providing practical demonstrations on their correct operation. To do this, we have dedicated a large area to the installation of various models, organised in various stations, each of which is connected to the gas, electric or steam line, and cooling line.



FIREX KITCHEN L EXPERIMENT AT YOUR FINGERTIPS





And it is here where we also carry out our training courses dedicated to chefs, food technicians and pastry chefs, offering them the possibility to acquire the skills necessary to cook their recipes in the best way possible with our professional machines.

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Firex

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HUMANITY IS THE ENGINE INNOVATION

**We are manufacturers,
and we are proud of it.**

Our production activity begins from the processing of the raw material with which we make each product; stainless steel, an alloy with unique properties of resistance to heat, wear and corrosion, ductile and highly hygienic.

Innovation

3000

S
OF

We use exclusively high-chromium steel, AISI 304 and AISI 316, which we work with advanced machinery and with an important human contribution starting from the sheet that we cut, bend, weld and finish directly in our factory. Each selected sheet maintains its traceability up to the finished product, guaranteeing a certified and exceptional quality system.

We love our work and we are aware of being in a highly competitive and rapidly evolving market. We believe that in order to grow and improve it is necessary to think big and seize opportunities, and that is why today we are part of a large international group.

The Middleby Corporation is the world leader in the foodservice and food-processing equipment sector, as well as in the design and construction of machinery and equipment for kitchens.

WE LOOK AHEAD, BEYOND BOUNDARIES OF TASTE



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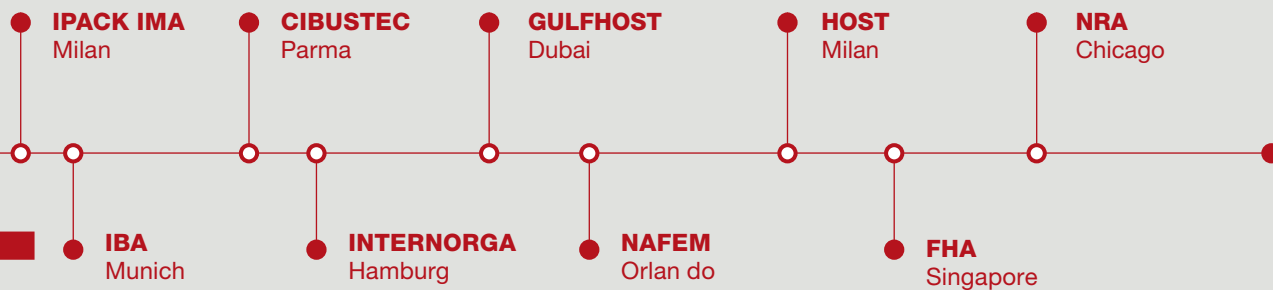
Ever since we began our business, we have attended the main international trade fairs to spread our values through our products.

**WE TAKE
OUR
PHILOSOPHY
EVERYWHERE**





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Firex is located in the Belluno's Dolomites National Park, in a territory that nature has taught us to love and respect, and we believe it is our duty to take every possible measure to preserve it.

OUR COM TO TAKE CARE OF ENVIRONN



This is why we have adopted a quality management system that allows us to safeguard the environment, involving all company levels in that purpose.

COMMITMENT

THE MENT



25

● **tons**
of steel purchased and
processed every day.



● **1995** After twenty years
of professional experience,
a group of skilled
businessmen in the field
of industrial kitchens
founded **Firex srl**.

● **2000**
Launch of the
new processing
department,
it doubles the
production surface.

● **2005**
The Marco Polo award is
awarded by the Chamber
of Commerce for "Significant
contribution to the
development of trade in
the international markets".

● **1997**
After 2 intense years
of research and
development, Firex
takes part in its first
international fair.

● **2004**
Firex obtains
the UNI EN
ISO 9001: 2000
certificate.

● **2006**
The 10 million
euro turnover
has been
reached.

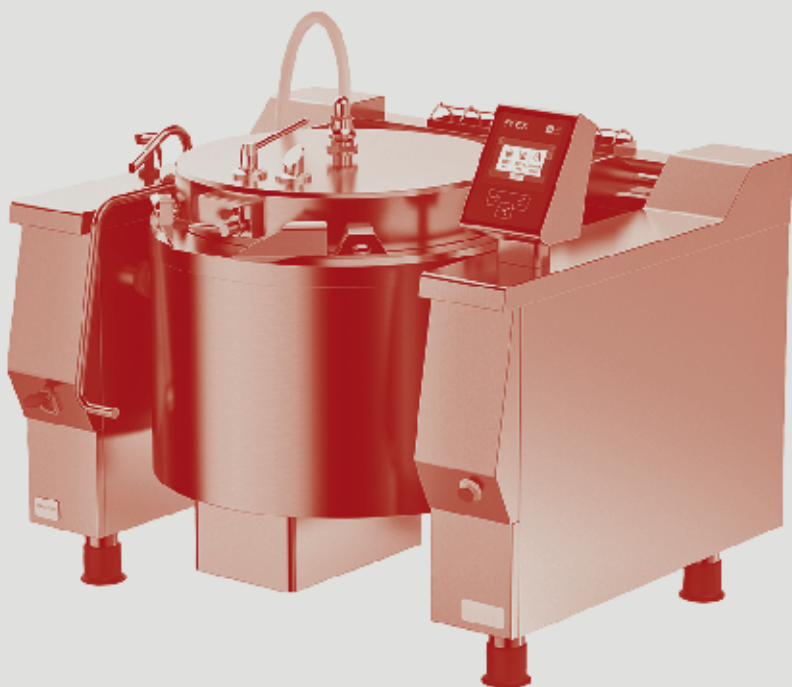
● **2007**
15.000 units
installed.

10

million

90

countries supplied



100
employees

2008
The new wing
of the west plant
dedicated to
R&D and sales is
inaugurated.

2009
Despite the global
economic crisis, Firex
confirms the positive
trend with a further
increase in turnover.

2017
Firex won the
**Innovative
Water/Energy
Saving
Equipment
Award**
at the Asian
Catering
Equipment Awards
(ACE Awards) with
Cucimix.

2018
machines produced per year

3000

40,000
units installed

6000
mq
of headquarters

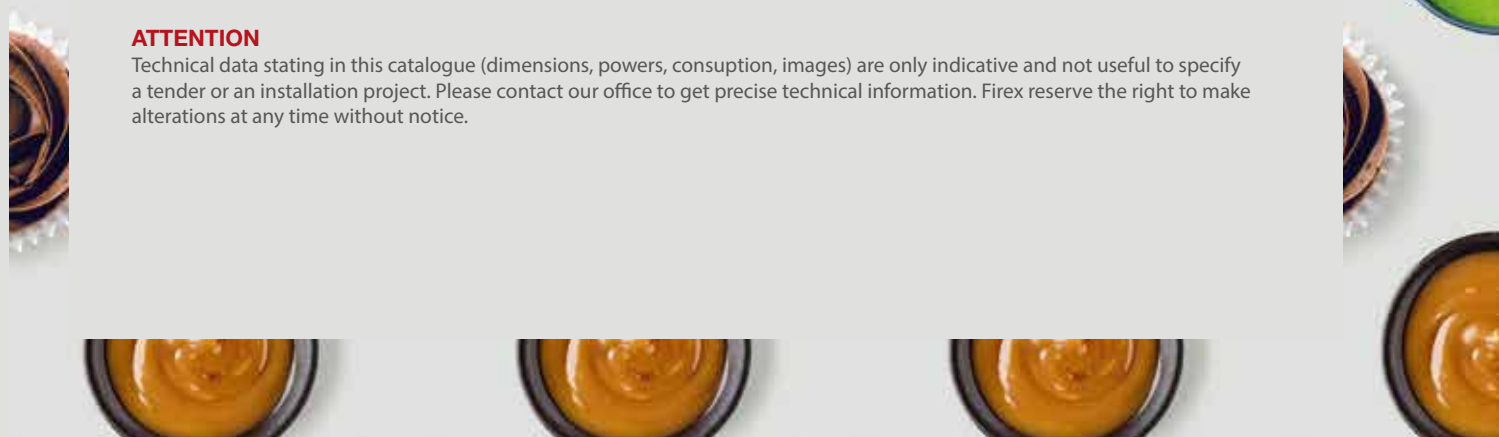


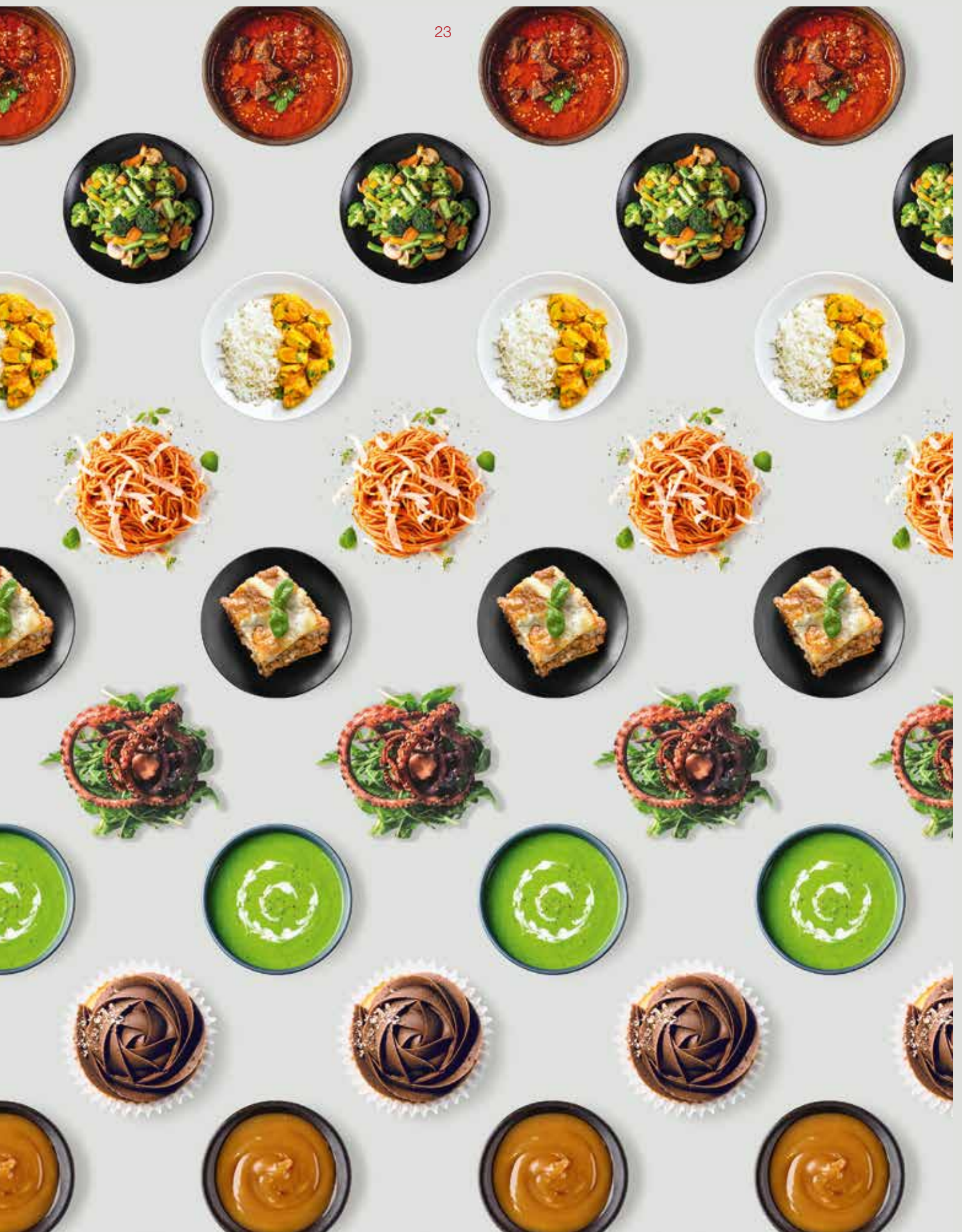
Firex

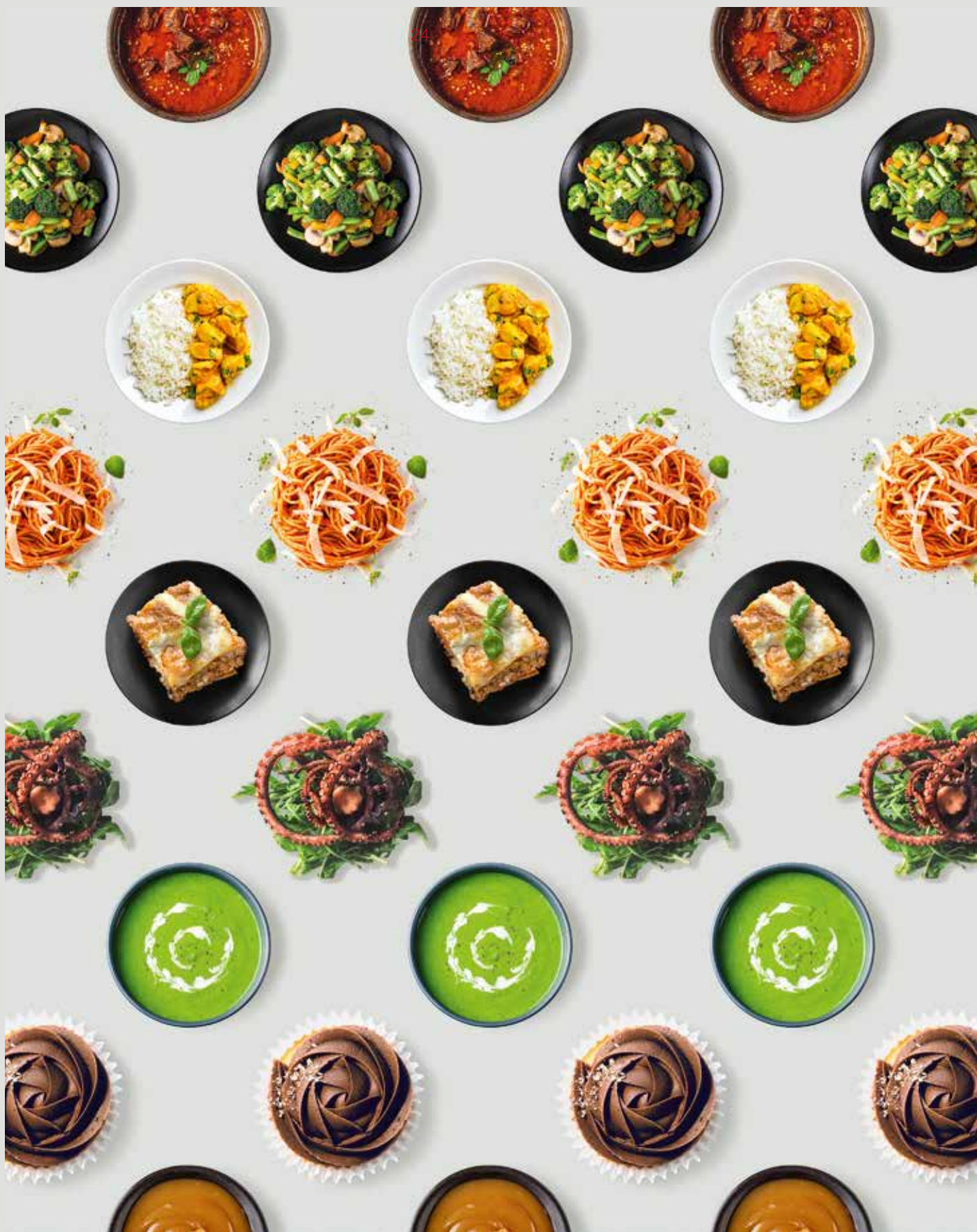


ATTENTION

Technical data stating in this catalogue (dimensions, powers, consumption, images) are only indicative and not useful to specify a tender or an installation project. Please contact our office to get precise technical information. Firex reserve the right to make alterations at any time without notice.







firex.com

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