

**ITV** |   
ICE makers | *Ice for life*



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# OBJETIVE

The objective of this document is:

- Meet the demands of “ITV Ice Makers”.
- Introduce the company ITV Ice Makers and its capabilities to provide with high quality and robust products.
- Present ITV as an agile and flexible organization to give the best service and develop ice machine business.

# SUPPLIER ID CARD

**COMPANY NAME:**

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ITV Ice Makers S.L.

**ACTIVITY:**

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Manufacture of Ice Makers

**HEADQUARTER LOCALIZATION:**

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Hostalers #2 – 46390 Ribarroja de Turia – Valencia – Spain

**GLOBAL PRESENCE AND/ OR ABILITY TO SERVE LOCAL COUNTRIES:**

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Yes (Look at page 8)



# ITV ICE MAKERS PRESENTATION

# ITV ICE MAKERS PRESENTATION

## ITV, THE COMPANY, THE FAMILY

ITV is a family owned company, that has been manufacturing ice machines for 40 years. The company was founded by Octavio Cordon, a refrigeration engineer that worked for the biggest refrigeration company in Spain at the time. Octavio had the vision of manufacturing ice machines within the company he worked for, but the owners wouldn't hear of it. Sales were soaring, as Spain tourism industry was growing double digit, and thousands of restaurants, hotels and bars, needed refrigeration equipment.

So, Octavio decided to sell his shares in the company, and start his own, which he named Industria Tecnica Valenciana, meaning Technical Industry of Valencia. He wasn't sure whether he would end up manufacturing other equipment apart from the ice machines, so he didn't want to compromise with a name. In the end, after forty years, ITV has only manufactured ice machines, but quite successfully.

Very soon, the products that ITV designed were very successful, not only in Spain, but in many other countries. They were competitive and reliable, and the company was famous for its unparalleled level of customer service.

Years went by, and ITV grew consistently, developing new products, winning new markets, new customers. Time came to bring in the second generation to help in the business, so Cristina Cordón, Octavio's daughter, started working for ITV.

Today, Cristina and her husband Javier, run the company.

The new generation focused on structuring ITV's team, facilitating the transformation for the future to come, creating new technologies and practices in lean manufacturing, quality control, competitiveness, product development, and energy efficiency, whilst not losing the values that made ITV great.

New products have been developed, new markets have been won, new customers have joined us. ITV is bigger today than what it used to be, but we're still a family owned business, with a family philosophy in our relationships with our team, our customers, and our suppliers.

### Why to choose a family business?

- **Small structures that allow better access to information.**
- **Flexibility.**
- **More accountability in the same position.**
- **A more defined own structure that creates commitment.**
- **Family passion for the company's mission and creation of an inclusive culture.**
- **Independent management: autonomy and speed in decision making.**
- **Less processes or filters to go through.**
- **Good and lasting relationships with staff, suppliers and customers.**
- **Being a "Lion's head" or powerful in the different roles to be performed.**

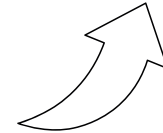
# ITV ICE MAKERS PRESENTATION

## ICE FOR LIFE SPIRIT - VALUES



### **CUSTOMER AND RESULTS ORIENTATION**

We offer quality products and services that are competitive and reliable. Focused on customer needs. Bringing profitability to your business. We are committed to building an honest and long-lasting relationship.



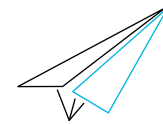
### **CONTINUOUS IMPROVEMENT**

We don't settle for doing things right just once. Our processes and our service are improved daily to give the best to our customers. Our goal is excellence.



### **INNOVATION**

We have an innovative spirit. Our products are constantly becoming more efficient and performing better. They adapt to what customers need to maximize the value we offer.



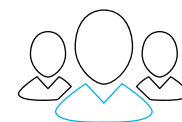
### **DYNAMISM**

ITV is a dynamic, agile company that adapts quickly to changes in the environment. We are a shared project. We are growth. We are global.



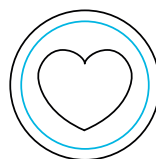
### **SUSTAINABILITY**

We consider sustainability throughout the entire life cycle of our products, from design to disposal. We work to make them more energy efficient and reduce our environmental footprint.



### **COMMITMENT TO SOCIETY**

We act with integrity, transparency and honesty towards society in general, our clients and our employees. We know that suppliers play an important role in our business, so we ask them to make the same commitments.



### **COMMITMENT TO OUR EMPLOYEES**

We work every day to create a positive, collaborative and respectful work environment. We commit ourselves to continuous training, polyvalence and poly-competence. We believe in teamwork, cooperation and communication.

# ITV ICE MAKERS IN THE WORLD



## ITV ICE MAKERS OWN SUBSIDIARIES WITH STOCK

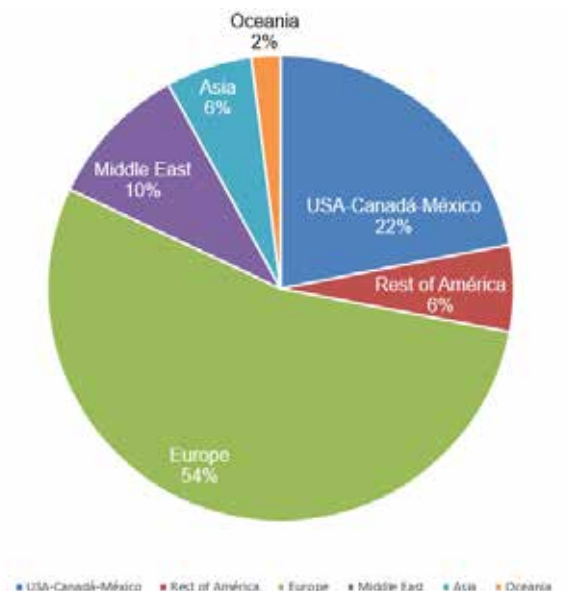
Spain  
Italy  
USA



## PARTNER OF ITV ICE MAKERS WITH STOCK

Angola	Kenia
Australia	Morocco
Belgium	México
Bolivia	New Zealand
Chile	Panama
Colombia	Peru
Korea	Russia
Costa Rica	South Arabia
Ecuador	Sri Lanka
Philippines	South Africa
Finland	Sweden
Frances	Turkey
Greece	UK
Guatemala	Uruguay
Holland	Venezuela
Indonesia	Vietnam
Irak	

## ITV ICE MAKERS WORLDWIDE SALES





# ITV ICE MAKERS PRESENTATION

## PRODUCTION CAPABILITY

### PRODUCTION PLANT OF 19,000 M<sup>2</sup>

ITV Ice Makers has the largest factory, 19,000 M<sup>2</sup>, built in Europe in the last 15 years dedicated solely to the manufacture of ice machines.

We have integrated all the factory sections in our new facility and have state-of-the-art machinery.



### LEAN MANUFACTURING

We have implemented Lean Manufacturing in the organization with the aim of improving and optimizing the production system seeking to eliminate or reduce all activities that do not add value to the production process.

With this methodology we have managed to increase efficiency by detecting the origin of problems and their solution; save costs by excluding activities that do not add value to the product; increase production flexibility and improve productivity.



### STATE-OF-THE-ART MACHINERY

We have the latest technology that allows us to ensure high quality and produce equal and interchangeable parts.

In addition, we have the necessary technology to digitalize the factory processes and to control the traceability of the components.

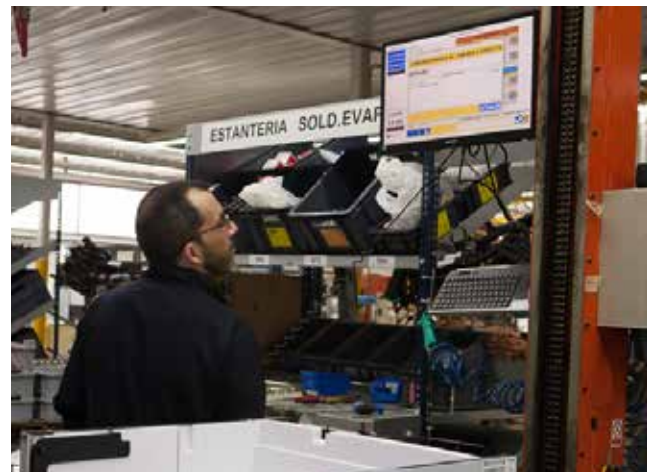


# ITV ICE MAKERS PRESENTATION

## DIGITAL MANAGEMENT OF PRODUCTION PROCESSES (ADA)

At ITV, all production processes have been digitalized to align the management of the entire value chain. This allows us to:

- Trace all components, machines and production processes and the operator involved.
- Produce on demand, avoiding overproduction.
- Increase efficiency by detecting the source of problems and their solution.
- Make the production of the different ranges more flexible.
- Save costs by excluding activities that do not add value to the product.



## INNOVATIVE DESIGN, QUALITY AND EFFICIENT MACHINES

### TOTAL QUALITY

We prioritize quality as a prerequisite in the product, in management and in projects.

**We test 100% of the machines to verify their correct operation.** Furthermore, we manage and analyze all incidents to make a risk assessment.



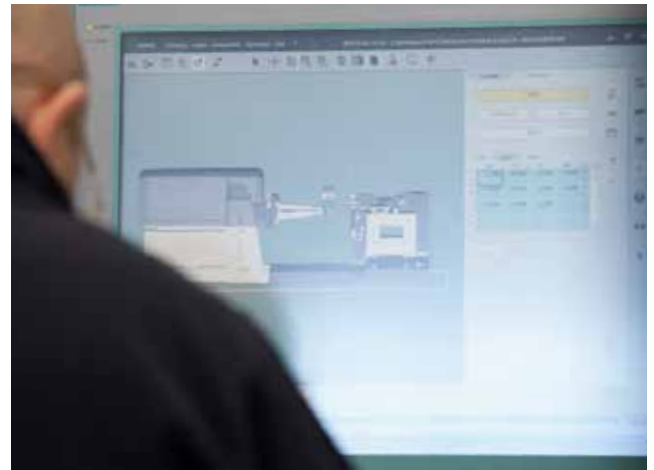
# ITV ICE MAKERS PRESENTATION

## ONGOING INVESTMENT IN CONTINUOUS IMPROVEMENT

We are continuously improving the energy efficiency of the ice machines, with our own laboratories where we can test and improve our machines.

In addition, thanks to our R&D department, we are making constant changes to the ice machines, evolving towards more ecological gases. We are currently taking the step towards **R290 gas and CO2**.

At ITV Ice Makers, we incorporate electronics to improve the control of the operation of the machines..



## DISTRIBUTION AND DELIVERY TIMES

We have a large automated warehouse with a capacity of 3,000 units in stock for immediate delivery anywhere in the world.

In addition, if we do not have a certain machine model in stock, we have the capacity to produce the product in two weeks, giving our customer a quick service.



# ITV ICE MAKERS PRESENTATION

## COMMERCIAL SUPPORT

From ITV Ice Makers we offer commercial support to our partners' sales team:

- Advice and training.
- Commercial and marketing material.
- Audiovisual support and graphic documentation.
- Phone, email and Skype support for any need in English, Spanish, Italian and French.



## AFTER-SALES SERVICE

Customized after-sales service:

- Technical advice on machines and technical manuals.
- Support for troubleshooting.
- Support for identification of spare parts on exploded views.
- Phone, email and Skype support in English, Spanish, Italian and French.
- Online and open technical documentation.
- Employees who will be happy to assist you.
- Customer oriented organization.



## TECHNICAL & COMMERCIAL TRAINING

We offer ongoing training to technicians from all over the world so that they know in theory and practice how the different models of ITV ice machines work.

We also constantly train our sales teams so that they know our products and can assist our customers in the most effective way possible, adjusting to their needs and those of the market.



# ITV ICE MAKERS PRESENTATION

## ITV ICE MAKERS, AN ECO-FRIENDLY COMPANY

The New Green Age of ITV Ice Makers presents a step forward in the sustainable development of ice machine manufacturing, counteracting global warming in favor of the environment and improving energy efficiency.

### How are we Eco-friendly?

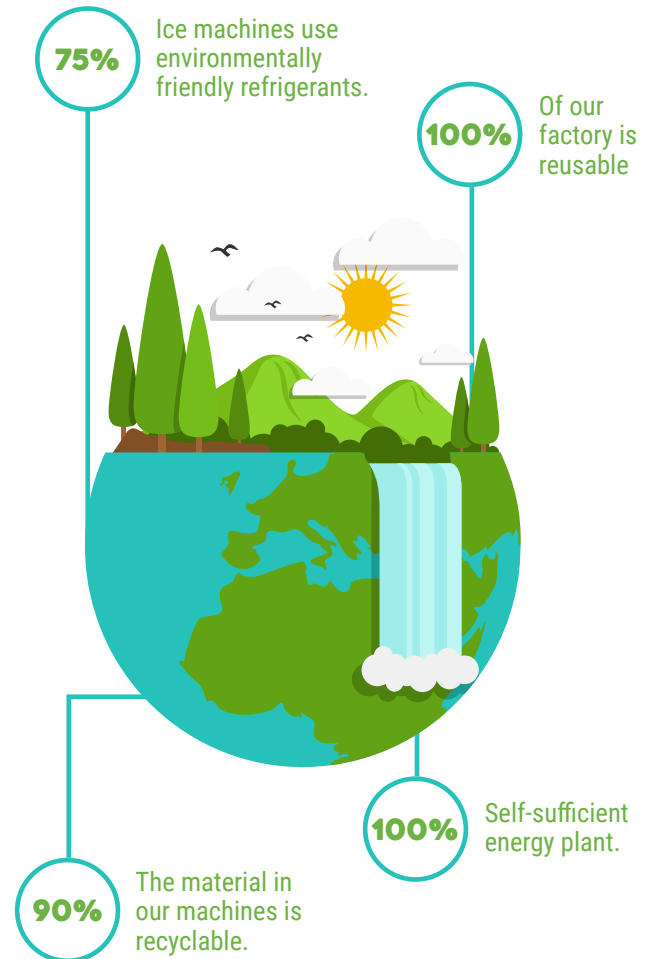
- We use eco-friendly R290 and R274 refrigerant gases.
- We produce machines with a lower electrical consumption and less cooling gas load.
- Our machines are 100% recyclable.

## COMMITTED TO THE ENVIRONMENT

We are a company committed to the environment and have taken a major step in the sustainable development of manufacturing ice machines with the highest energy efficiency.

We have a solar plant that produces clean energy, sufficient to run all machinery in the factory.

In addition, we manage waste responsibly, use recycled water in production and have completely eliminated “papers” in the plant, thanks to the digitalization of processes.





**ITV ICE MAKERS, S.L.**

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