

Artisan-looking products produced industrially with the use of Ice Group's machines

We have been in the ice cream industry for 30 years. The task we have set for Ice Group is to create the best possible alternative to the offer of machines proposed by traditional market leaders. We have a full range of devices for industrial ice cream production, but also a unique group of machines for making products with an artisan look in typically industrial plants, using continuous freezers.

Products with an artisan image are associated primarily with form, because we are talking about ice cream cakes, wafer tubes filled with ice cream, about containers filled in a way that delusively resembles manual dosing, or about packaging such as, for example, glasses or jars, which can be reused in households and get a second life.

The aforementioned products, often placed in the premium or super premium segment, are excellent public relations for industrial companies, usually being a manifestation of quality through the use of liquid raw materials, the shortened list of ingredients or even health benefits. So not only the image, but also the content. At the same time, usually also the accompanying well-known brand. Such an important marketing

identity supported by Ice Group devices, fulfilling the auxiliary function towards the final product, allows not only to fulfill the ambitions, but also contributes to the margin that industrial ice cream producers can look for precisely with reference to artisan production, as long as they follow the rules, for example in terms of recipes.

Because, as I usually say - industrial and artisan ice cream are like two hands - congruent to each other, but still opposite, mirror-like. Nevertheless, the relationship between these spheres - industrial and artisan exists, serving consumers and ice cream lovers who appreciate quality. At Ice Group, thanks to our extensive portfolio of ice cream production equipment, these spheres are constantly integrated, coexisting peacefully.

L. Arkadiusz Geratowski

President and Commercial Director of Ice Group




TORTICA

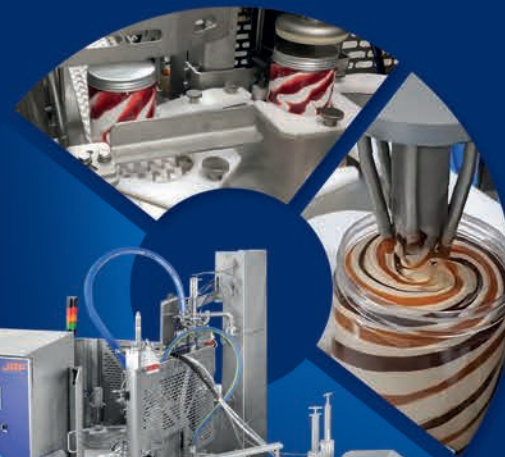
Ilenadora multifuncional para tartas heladas y helados familiares



ICE GROUP



JUMBO ROBOT
para llenado robotizado de vasquetas, tartas heladas y envases familiares



EXPERT JRF
Ilenadora rotativa para tarros de tapa rosca



ARISTO FILLER
para neulas rellenas de helado



N'ICE FILLER
Ilenadora de envases de vidrio, cerámica y otros envases especiales, tipo copas, escudillas, vasitos de barquillo o chocolate



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