



Company profile

The strength of the network





WE ARE

Since more than 45 years

WE HAVE BEEN SERVING THE MARKET

We operate as **a buying group of professional kitchens equipment**, established to **protect and simplify** the work of major Suppliers and Distributors.

Since 1976 Digrim has been **a benchmark for the foodservice supply chain** thanks to its consolidated experience and a network covering the whole country.

77

DISTRIBUTORS

130

SUPPLIERS

165.000

PRODUCTS

42.9

MLN € REVENUE IN 2022



OUR MISSION

Together we stand

NETWORKING FOR THE MARKET

We gather our Distributors by supporting them in their commercial action through a powerful and intuitive digital platform.

By being at the center of the supply chain, **we facilitate the relationship between Production Companies and Distributors** as much as possible, thus improving the service to End Customers.



OUR VISION

We aspire to become **a reference point leading the technological process** and organizational transformations through **innovation**, while contributing to grant **economic sustainability** in the foodservice industry and significantly reduce our **environmental impact**.

Through our expertise and software tools, we aim to help our partners to optimize performance, making their **business more efficient in every way**.





OUR VALUES

We are committed to **share our values within our company and in the market** by educating and training our partners so that they increasingly participate in the **necessary transformation that this sector requires.**



ETHICALITY



ENTREPRENEURSHIP



SUSTAINABILITY





WE DO

Innovation, competence, know-how

We operate at our best, on a solid contractual and digital basis, thanks to our **trusted and knowledgeable relationship with the industry's leading Suppliers** and our extreme focus on the End Customer.

Our approach

We work **alongside the customer throughout the whole process**, starting with chef's consulting to the sales proposal, to the constant support of technical assistance.





PRODUCT MAP

We offer our Distributors **more than 165.000 items** with contracted trade agreements with about 130 Suppliers in the professional kitchen and complementary sector.





OUR NETWORK

Unity is strength

We provide **a highly specialized team of professionals** to face the daily challenges of the market with confidence.

Our clients can rely on the support of suppliers, distributors, designer and technicians; a whole specialized staff **ready to respond quickly and closely**, thanks to a capillary presence across the country.

77

DISTRIBUTORS

130

SUPPLIERS

253

SALES STAFF

370

TECHNICIANS

125

DESIGNERS

56

SERVICE CENTRES





ALL-IN-ONE DIGITAL PLATFORM

Through a single platform, we provide our partners and customers access to a sales and support services and a constantly updated product database. Via our platform we manage contracts between partners, ensuring the administration of relations and payments.

- **A channel for all Supplier promotions**, ready to be presented to the end customer.
- **Digrim News**, up-to-date data and useful news on the food-service world.
- **Hikitchen**, a customized direct mailing for each Distributor, mailed turnkey and directed to the End customer.



TRAINING FIRST

Knowledge is power and competitive advantage

Training, sales support, expert advice, transport and sales information are part of our offer to our Distributors.

We offer **a wide range of online, in-person and on-site training** directly from our **partners and suppliers**, allowing us to meet our customers ever changing needs.

LIVE
WEBINARS



ACADEMY
HUB

KITCHEN TOUR





3.2

MLN € REVENUE IN 2022

KIPRO – PROFESSIONAL KITCHEN

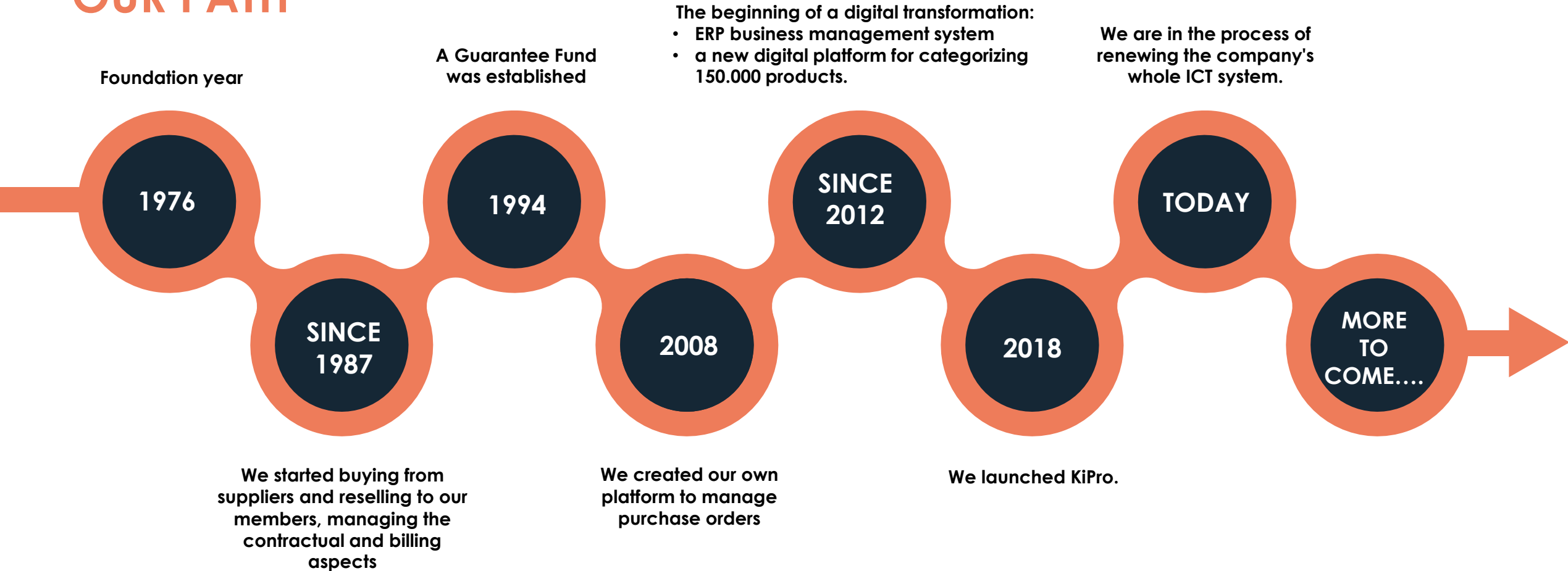
After many years of experience, we decide to share our expertise **transferring value to food service operators** thanks to selected machines and exclusive services to create lasting and reliable partnerships.

In 2018 we launched our private label, **KiPro Professional Kitchen**, a product line that provides a real advantage for the End customer.

We select a range of products to provide **concrete answers to grant security, efficiency and functionality to our customers' project.**



OUR PATH





GOVERNANCE

Inclusive and lean

The shareholders elect a 7 member Board of Directors, a highly specialized staff who serve for three years and expresses the guidelines that are then implemented by the management.



Managing Director
FRANCESCO FAIETTI

President
STEFANO DI PERSIO

THE BOARD:

PAOLO GROSSI, Vice President

FRANCESCA GEATTI, Vice President

LUIGI CAVALLI

MICHELE SAITTA

LEONARDO SAVOIA

DOMENICO TONELLO



HIGHLIGHTS

77

DISTRIBUTORS

330

PRODUCT LINES

165.000

PRODUCTS

130

CONTRACTED SUPPLIERS

56

SERVICE CENTRES

253

SALES STAFF

370

TECHNICIANS

125

DESIGNERS

41

DEMO KITCHENS



THANK YOU

For any further questions please visit our website:

<https://digrim.it/>

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