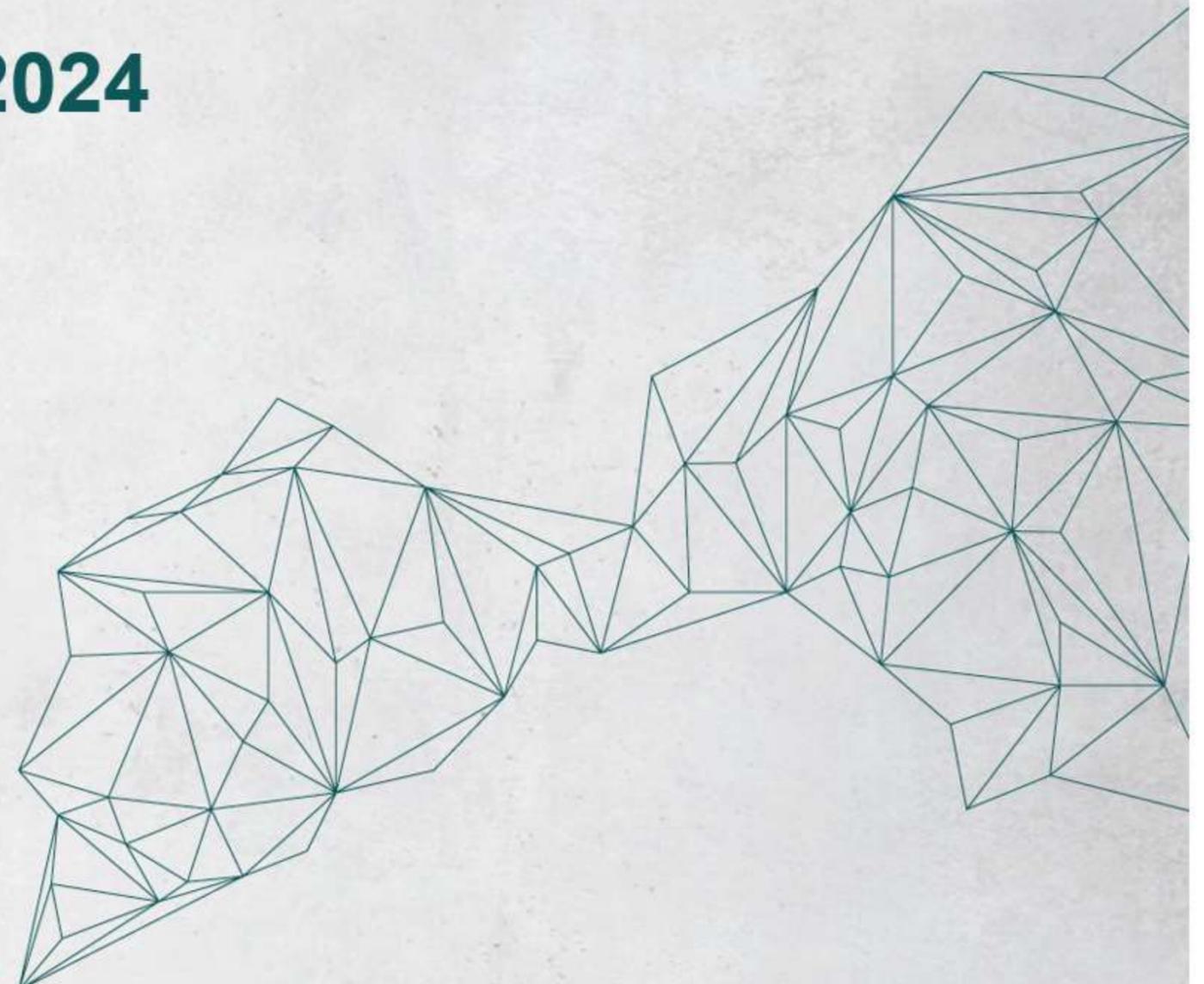


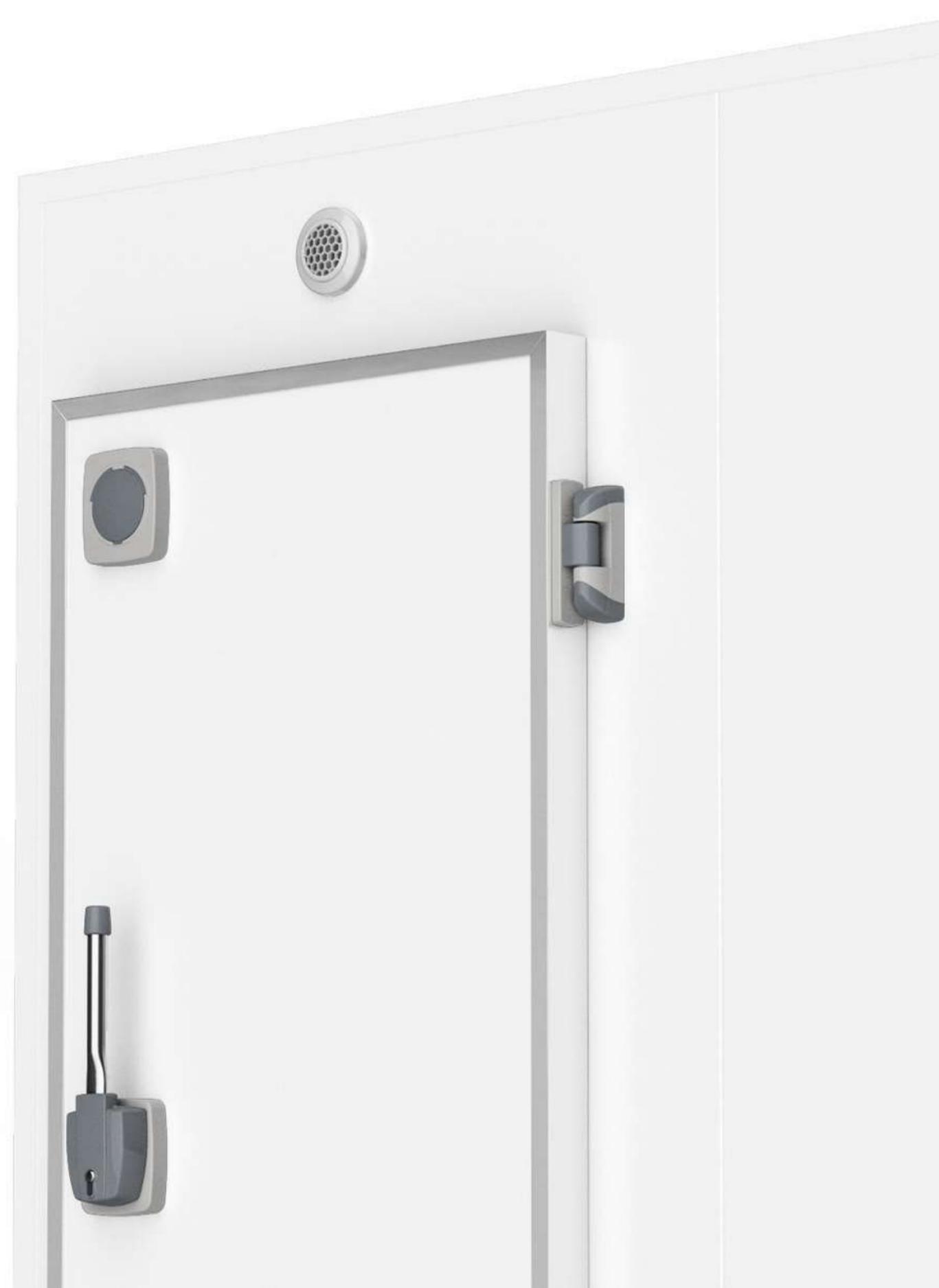
Chillventa Specialist Forums 2024
Chillventa Fachforen 2024

**CONNECTING
EXPERTS.**





**CUSTOMER
EMPOW
ERMENT.**



Speakers

COSTANZA MARCHIORELLO
Marketing Manager

“The most satisfying customer experiences are those the customers help to create”

STEFANO INFORZATO
Sales Manager

“Customer empowerment drives innovation: by listening to customers’ needs we shape the future”



Intertecnica, since 1957

AN IMPORTANT STORY

We manufacture fastening systems and innovative components made to increase cold-room efficiency.

Intertecnica products are essential for the proper functioning of the cold room. The widest range of fasteners, hinges, PRV's and sliding systems that, due to their high quality and characteristics, are seen as a worldwide benchmark in the cooling market.

Numbers around the world

COUNTRIES 80 +

PARTNERS 550 +

MANAGES ITEMS 600

PATENTS 38

MARKET SHARE ITALY



80%

Our vision

The increase in population and the need to safeguard accumulated resources have put the cold chain increasingly under the spotlight.

Fully aware of being able to make the difference in the ever-expanding and evolving cooling market, we invest great care and attention in preservation, food safety and waste reduction.

#ColdRoomEssentials

CUSTOMER EMPOWERMENT.

Customer empowerment refers to the practices and strategies that enable customers to make **informed decisions**, control their **own experiences**, and **actively participate in the interactions** they have with your business.

Customer empowerment in industrial and B2B markets has become increasingly important as businesses face:

- growing complexity
- competition
- demand for customized solutions



Focus on B2B markets

Why is it so important to involve customers in decision-making processes and brand experiences?

MATCHING THE KNOW-HOW

Customers, especially in B2B, have deep industry knowledge and insights into the practical challenges they face, making them invaluable partners in co-creating innovative solutions.

LESS SWITCHING COSTS

In industrial and B2B markets, the buying process is longer and more complex than in B2C. Empowered customers experience greater satisfaction in decision-making, resulting in stronger partnerships.

PROACTIVE PROBLEM SOLVING

In B2B markets, where disruptions can be critical, empowering customers includes providing them with tools, knowledge and access to information to act independently.

Innovation through digitalization

Digitalization is crucial in today's business landscape because it transforms how companies operate, deliver value, and engage with customers.

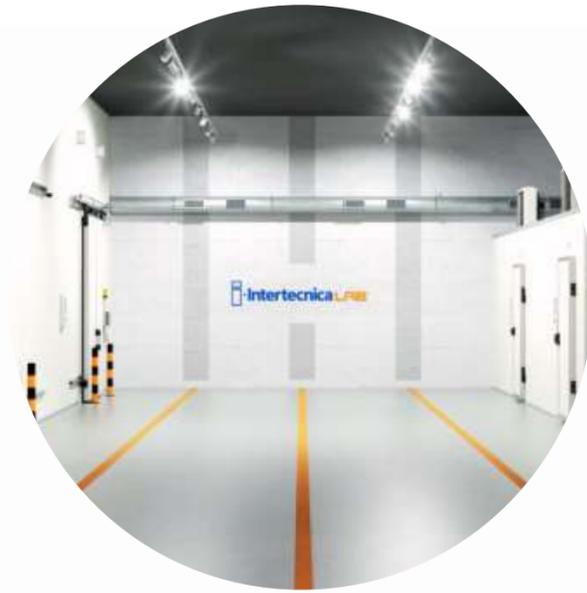
As industrial sectors embrace Industry 4.0 and beyond, empowering customers through digital tools, data sharing, and real-time analytics enables them to make informed decisions.

Digital platforms that provide transparency, self-service capabilities, and collaborative features allow customers to be more involved in managing their supply chains, optimizing performance, and even predicting future needs.





Website



Virtual Lab



Product Configurator



Support&Service

Ongoing, digital transformation.

We began our digital transformation in 2018, and it's an ongoing journey.

Intertecnica guiding principles have remained constant:

- Innovation
- Transparency
- Personalization
- Collaboration
- Autonomy



Website



 **i-Intertecnica LAB**

Virtual Lab



Product Configurator



Support&Service

Shaping tomorrow, together.

At Intertecnica, we believe that by empowering our customers, we are also driving innovation in our industry

Through continuous digital transformation and a commitment to customer-centric solutions, we are shaping the future of a more efficient and sustainable cold chain industry.

Thank you for your time, and we look forward to continuing this journey together.

Thank you.



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**CONNECTING
EXPERTS.**

Thank you.

