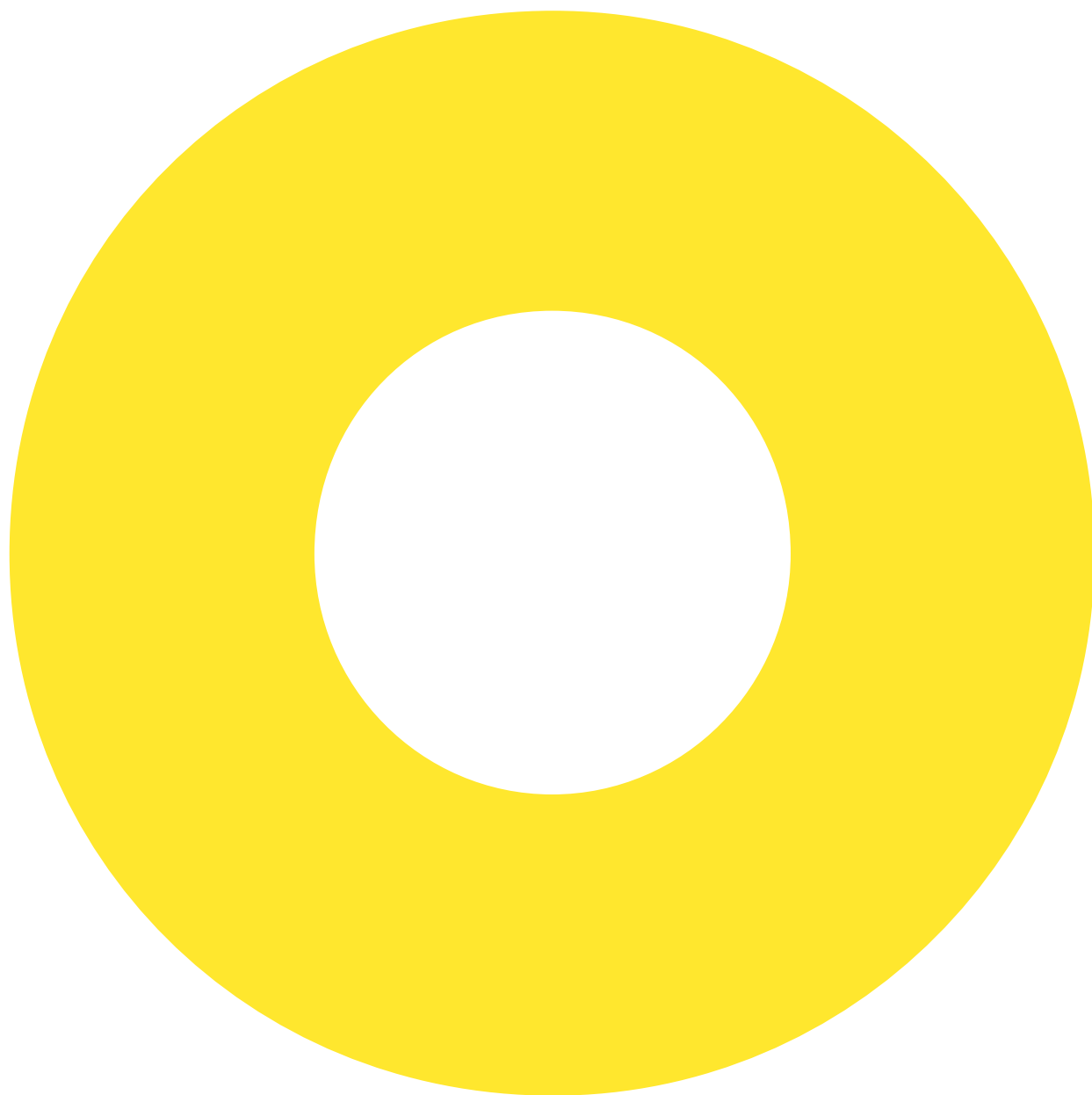


**meal  
distribution  
specialists**



**rational<sup>o</sup>**  
**production**

# we are meal distribution specialists°

A team of professionals with years of experience and specialisation creates high-performance, reliable and sustainable solutions for meal distribution in collective catering.

**rational**°  
production

mission  
history  
vision  
values

## our identity°

We tell you about our DNA: how we became who we are and what we want to achieve on the basis of what we believe in.

# we distribute **food**<sup>o</sup> in a healthy and safe way

*Our mission is to guarantee meal distribution without compromising in terms of **quality, safety and hygiene**.*

We design, produce and market modular systems and solutions for food service meal maintenance, regeneration, transport and distribution in over **50 countries worldwide**.

Our expertise in dealing with hot and cold temperatures combined with our multi-material construction know-how allow us to respond to the market demand for ergonomic products for operators, to distribute meals with high standards of hygiene and compliance with HACCP temperatures, without sacrificing food quality.

## our sectors



hospitals and  
retirement homes



schools



companies



prisons



# a history of passion°

*Rational Production's history speaks of a passion, dedication and growth that has spanned a quarter of a century.*

Rational Production arises from the intuition and great passion of brothers Ivan and Diego Cattaneo who in 1998 decide to invest on their decades of experience, embarking on a new entrepreneurial path.

The technical solutions they introduce immediately win the favour of the market, which appreciates their innovative content and reliability. The year 2006 is a first turning point with the acquisition by the Angelo Po Group.

Becoming part of a leading group in the catering industry provides the company with additional opportunities for growth and technological and commercial development with a bold global brand statement.

In 2016, after leaving the Angelo Po Group, the company ownership is transferred to Rossella Po and Giorgio Tedeschi, bringing new energy and strategic vision. A new phase of development opens up for Rational Production, focused on streamlining corporate processes and empowered by a social responsibility programme.



- Rational Production is founded by Ivan and Diego Cattaneo and two other partners
- The first Friotray and Unitray trolleys are produced
- The first large installations in Italy and Belgium mark the beginning of the company's success
- The first tracking software is developed

1998  
2002 ↩



2003  
2007 ↩

- Expansion in Asia-Pacific also confirms the company on the international market
- The first multiportion trolley is launched
- The company is taken over by Angelo Po, that remains a shareholder until 2016
- The first ISO 9001 (quality management) certification is obtained

- The first dissociated technology system is launched
- The Albano Sant'Alessandro headquarters are doubled to meet the growing demand
- Expansion in the Middle East confirms the company's rapid growth

2008  
2012 ↩



2013  
2017 ↩

- Rational Production consolidates a direct presence with its own brand on international markets
- The new product range with Aluframe technology is developed: Unitray, Dspro System, Evomulti
- A branch in France is opened
- Property ownership is transferred to Rossella Po and Giorgio Tedeschi

- The product range is completed with Evolite, Waitingtray, Wakeup, Proact and Evodry
- The Lean Manufacturing project is launched
- The following certifications are obtained: ISO 45001 (health and safety), 14001 (environment) and ETL Listed and ETL Sanitation product certifications for the North American market
- Communicator and Zeroeffort technologies are launched
- Rational Production publishes its own Code of Ethics and adopts the Organisational Model pursuant to Legislative Decree 231/2001

2018  
2023 ↩



1998  
**25**  
2023  
ANNIVERSARY



# innovative and sustainable<sup>o</sup> meal distribution

*Innovation and sustainability are two essential elements in our process of continuous **growth** and **evolution**.*

We believe in one goal: to be a leading brand in terms of innovation and sustainability in the global meal distribution industry.

This means being prepared for and anticipating the challenges of the future: reduced energy consumption, growth in automation and computerisation, high hygiene standards. We are committed to doing this sustainably while maintaining the high level of technological reliability for which we have always been known on the market.



# the essence of our corporate values<sup>o</sup>

*Our corporate values are the beating heart of our **identity** and our **mission**.*

These are the compass that guides all our actions, from individual everyday activities to long-term strategic choices.

Our objective is to ensure that these values are internalised by all employees from the moment they enter the company, and are shared with our external partners, such as suppliers, agents, distributors and customers, all acting in the same direction.

01

## culture of improvement

We are committed to constantly seeking to improve, investing in innovation and continuous training to offer ever better products and services.

02

## integrity

We have adopted the 231 organisational model to monitor sensitive processes because it represents our ethical principles of transparency and respect for our customers, partners and collaborators.

03

## sustainability

We strive to operate sustainably, reducing environmental impact, promoting social responsibility and adopting ethical practices to preserve our planet for future generations.

04

## flexibility

We are flexible in our strategies and processes, adapting to market changes and our customers' needs to provide tailored solutions.

05

## design

Design and ergonomics are key to our products. We create solutions that improve usability, reduce operational errors and promote the well-being of operators by combining aesthetics and functionality.

# we are people° who make a company

We believe that the company should first and foremost be a place of work where people feel at ease, where everyone should feel involved in a project that is important for them. We are a company of young people who believe that youth should be attracted by the sense of participation. That is why we have created a dynamic workplace where people and professionals can feel that their value is being nurtured.

We work to create a constructive atmosphere in every corporate department, protecting the human aspect above all. For us, people and professionals must work together in a single positive and stimulating ecosystem, which we cultivate and protect every day to the best of our ability.



we listen  
we care  
we support

## our approach<sup>o</sup>

In our approach to corporate management, we base ourselves on three fundamental principles that are the beating heart of our philosophy.



# we listen°



## We always listen to people's needs

We are always listening to provide solutions that meet market needs in collective catering.

From food quality to HACCP management, we focus on all aspects, including hygiene, ergonomics and reducing overhead costs.

Our custom solutions have emerged from this approach, analysed and developed together with the customer from the design phase to the prototyping phase, up to the application on the finished product.

# we care°



## We care about continuous improvement

In the last years, we have been working on implementing Lean Thinking methodologies.

This approach based on the Kaizen philosophy, Japanese for “continuous improvement”, has led to simplifying and optimising the organisational and operational flow of all company processes: from production to internal work dynamics.

**Fluid and flexible production processes**

We have optimised the management of materials and semi-finished products to ensure fluid and efficient production and, setting up four parallel production lines dedicated to specific products, we are able to work with specific time frames and avoid waste. This allows us to be responsive and flexible, ensure tighter delivery times and have greater control in meeting our customers' needs.

**Cohesive and collaborative workplace**

We create spaces for frequent discussions between workers on all levels, which improve collaboration, reduce the risk of misunderstandings and align company members on objectives.

In order to improve and strengthen our services, we organise daily stand-up meetings, involving the logistics, sales and production departments.

# we support°

## We support our partners worldwide

Our consolidated network of partners, distributors and agents let us work in over 50 countries around the world, making our know-how available to industry consultants and companies. We also have a branch in France, in the Île-de-France region, exclusively serving the French market.



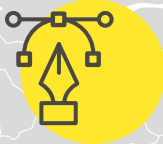
over 50 countries

## We are always by your side

We share our knowledge and know-how with industry consultants and companies who wish to optimise meal distribution process and system efficiency by integrating our products.

We will always be by your side as a point of reference, providing constant and personalised technical and operational support. We are also proud to support the Foodservice Consultants Society International, the international organisation specialised in design and management consulting in the catering and hospitality sector.

We offer continuous operational and consultancy support at all stages:



design



installation  
and start-up



after-sales

environmental  
social  
governance

# our sustainability project°

We have integrated our attention to sustainability in the business growth plan, developing an all-round project based on the three key pillars.



# we care about sustainability°

*Product sustainability begins when it is designed: this is why we integrate this need throughout the production process.*

A sustainable product is a product created and designed with a view to recyclability and durability. We still repair machines that are over 20 years old, showing that our focus on environmental sustainability is an innate and nurtured value within our company. This approach, ingrained since the company founding, has evolved, as proven by the introduction of Aluframe in 2013 and more recently, of the life cycle assessments (LCA) and circularity in the product development process.



*A company must strive to be aligned with the environment in which it operates, which is why we are committed every day to ensuring that our work does not negatively impact the environment.*

We do this with actions and interventions of varying nature and scope. From replacing plastic bottles by introducing water dispensers and aluminium flasks, to investing in the photovoltaic system that today supports our electricity needs, contributing to the entirety of Rational Production's energy from renewable sources.



The wood our pallets are made of is FSC certified.



Paper and cardboard packaging is PEFC certified.



We only buy recycled aluminium.



The photovoltaic system supports our electricity needs.

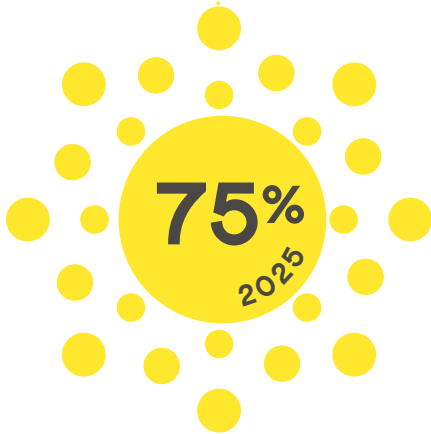
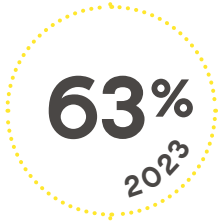
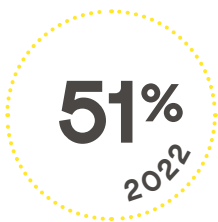


Our factory uses electricity 100% generated by renewable sources.

## A rapidly growing level of circularity.

The goal is to be able to objectively measure our environmental impact through benchmarking tools, thus becoming a reference point for the market. We are able to pinpoint the impact of our activities on the environment by analysing each process individually, thus finding targeted solutions to improve sustainability. A guarantee for us and our partners, who know they have products they can rely on for a long time.

These activities have led us to suddenly improve our level of circularity (from 51% in 2022 to 63% in 2023), which we constantly monitor with the support of a specialised company.



«We work with suppliers on a daily basis to identify actions that can reduce the impact of packaging and supplies, ensuring that we have partners who are aligned with our vision.»

Ivan Cattaneo





# social responsibility<sup>o</sup> is an attitude

*For us, social responsibility is more than a title: it is a feeling, the attitude with which we decide to engage in our company's growth.*

We are aware that our value also depends on the well-being of the community in which we work. That's why we feel responsible and determined to do our part, every day. Being a fully Made in Italy company not only means creating quality products, but also recognising the importance of giving back what the territory has given us.

We support technical institute students by offering career opportunities and we provide support to local organisations such as the **Bergamo General Hospital**, which was fundamental to support the territory in the initial months of the Covid-19 pandemic. We are also **Corporate Golden Donor of FAI** - Fondo per l'Ambiente Italiano (The National Trust for Italy).

*Our commitment is also reflected in decades of collaborations with social cooperatives such as Koiné.*

The collaboration with the **Koiné Social Cooperative** in Bergamo is a prime example of why giving back to the territory is important: it is a non-profit organisation that helps people with disabilities and in hardship, facilitating access to the job world. We consider the cooperative a fundamental partner, to whom we outsource a part of the production of our product range.



*«We were born and raised in a region which, for us, has represented an area rich in professionalism, value and culture: an extremely industrious and generous ecosystem. For this reason, we believe that our duty is to give back to the local territory.»*

Rossella Po



# we believe in **safety**° and **transparency**°

*Our priority is to ensure **safety**, **quality** and **integrity** in every aspect of our work.*

We have a code of ethics as people, professionals and company, which we share with everyone. Our **Code of Ethics** is based on fundamental values such as transparency, inclusion and honesty that have always set us apart and is the cornerstone of the Organisational Model pursuant to Legislative Decree 231/2001 that we have adopted for the management of sensitive processes. A model that we share with our stakeholders in a perspective of total transparency.

Our work complies with laws and regulations, ensuring fairness and ethics in every aspect of our operations. The highest score achieved emphasises our commitment to legality and transparency, reinforcing the value we place on responsible business management. We are grateful for this recognition and will continue to resolutely pursue our principles for ethical and responsible business management.



*«For us, certifications are not just for show but the representation of our lasting company philosophy on issues of quality, safety and environmental impact.»*

Giorgio Tedeschi



# certifications

Safety, quality and sustainability in all their forms and applications are values for the company to pursue, every day. For this reason, our management systems are ISO 9001 approved for quality, ISO 14001 for environmental impact management and ISO 45001 for occupational health and safety management systems.



quality



health  
and safety



environment



aluframe



equalconvect



intelliflow



communicator



zeroeffort

## our technologies°

Developed internally, they are the added value that allows our distribution systems to be acknowledged and appreciated by our customers.



## lighter and stronger

Borrowed from the world of aeronautics, **Aluframe** technology is the basis for the development of a compact, lightweight, seamless perimeter frame with a structure formed by anodised aluminium profiles.



reddot design award  
winner 2017

Awards received



### Ergonomics

Easier to manoeuvre and lighter trolleys (up to 20% more than steel-framed equipment) and reduced dimensions due to the use of a perimeter frame.

### Economic savings

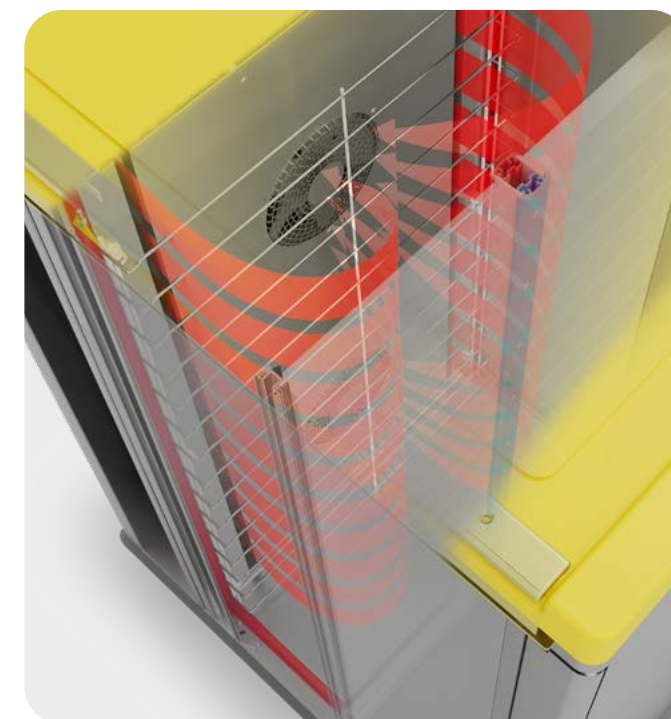
Increased product life span due to the possibility of replacing individual frame sections and improved thermal insulation to limit energy consumption.

### Sustainability

The frame is made of recycled aluminium and totally recyclable at the end of the equipment's product life.

## retherm to perfection

**Equalconvect** is the technology that combines our know-how on aerodynamic flows with ad hoc technical solutions for heat management.



Technology performance is certified by a study at the University of Milan on the preservation of the product's organoleptic qualities.



### Temperature uniformity

Intelligent distribution of a greater quantity of air, compared to the market standard, conveyed in horizontal flows so as to reach each tray uniformly.

### Quality and palatability

Possibility of doing low-temperature regeneration to maintain the organoleptic properties of meals.

### Energy savings

25% more efficient than the previous range.



## get in control

**Intelliflow** is the new control system with a 7" touchscreen, designed to make the interface of our products even more intuitive and to improve management of the workflow.



### User friendly

User-experience improved by a software and hardware architecture that facilitates learning and minimises operating errors.

### Safety

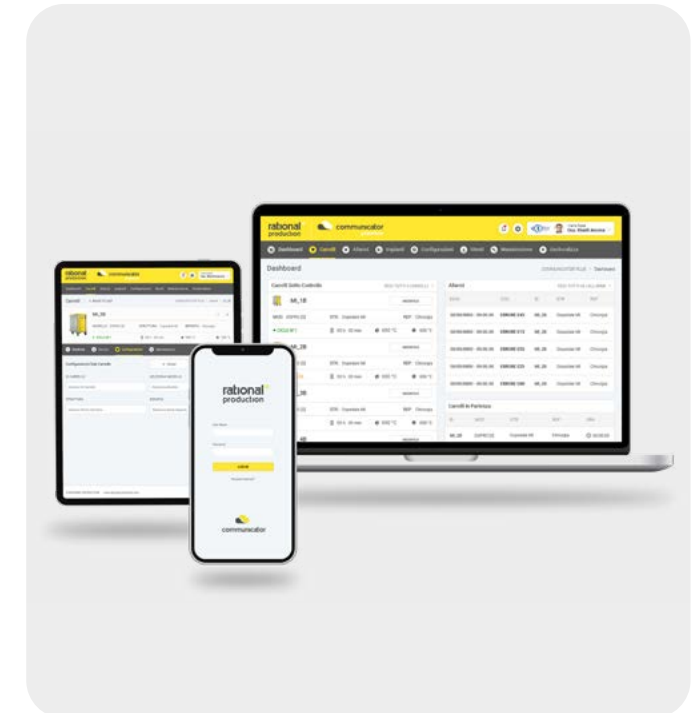
Extensive control/diagnostic system to monitor the proper functioning of the trolley according to HACCP standards.

### Connectivity

The possibility of connecting to peripheral devices or proprietary software, such as our **Communicator**, or even third parties, via the Linux operating system.

## connect to protect

**Communicator** is the software for monitoring distribution processes according to HACCP principles and for managing the machine fleet. It is available in two versions, according to tracking needs.



### communicator basic

Entry-level, easy to operate and immediately usable, designed to meet the needs of smaller facilities.

### communicator premium

Real-time connectivity, allows for timely remote interventions for more advanced and complex meal logistics

### HACCP safety

The possibility of monitoring and registering working temperatures, detecting any anomalies in advance, thus ensuring a high level of food safety and timely intervention by the operator.

### Accessibility

With the cloud-based system, operators are able to access **Communicator** from any device in their possession.

### Economic savings

Reduced costs and reduced on-site intervention time by tracking equipment performance data and sharing it with accredited service centres.

## skip the effort

**Zeroeffort** is the range of assisted handling solutions with integrated electric motors.

### zero effort

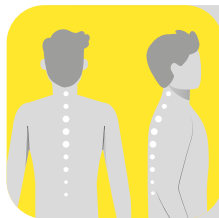
Easier trolley handling, even when fully loaded.

### zero additional costs

Handling personnel costs reduced to a minimum. The Zeroeffort option makes the purchase of any towing system unnecessary.

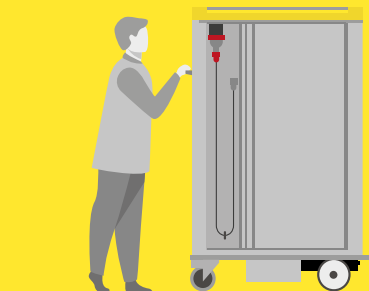
### zero MSD

Minimisation of work-related musculoskeletal disorders (MSD), commonly handling-related and affecting the back, neck, shoulders and upper and lower limbs.



## zeroeffort hybrid

Patented motorization system to facilitate handling on flat routes.



## zeroeffort climb

Motorization system to ensure handling on ramps or marked slopes.



# our products°

A wide range of solutions to meet the specific needs of various types of service and situations.

# our product range°

## Hot&cold tray distribution



## Breakfast tray distribution

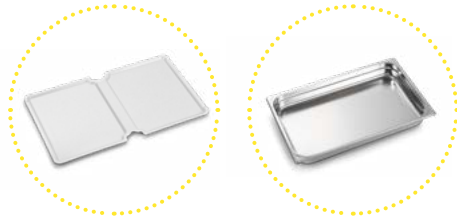


## Bulk food distribution



## Hybrid distribution

on trays or bulk food containers



unitray	dspro system	waitingtray
Thermo-refrigerated convection trolley with on-board technology.	Dissociated convection system composed of a station with technology (Dspro) and an insulated neutral shuttle (Proserv).	Static holding module.
Control: Intelliflow	Control: Intelliflow	Control: Touchscreen temperature controls

wakeup
Neutral trolley with beverage dispensers.

evomulti	evolite	evodry
Thermo-refrigerated convection trolley with on-board technology.	Thermo-refrigerated convection trolley with on-board technology.	Thermo-refrigerated convection trolley with on-board technology.
Control: Intelliflow	Control: Touchscreen temperature controls	Control: Touchscreen temperature controls

proact
Thermo-refrigerated convection trolley with on-board technology.
Control: Touchscreen temperature controls

**Rational Production S.r.l.**  
Headquarters | Italy & Export  
Albano S. Alessandro  
Bergamo, Italia

Made with Woodstock paper  
obtained for 80% from recovered fibres  
and 20% pure ECF cellulose, FSC certified.





