



COMPANY PROFILE

2018

01. Company

Our Heritage.



Rocam Headquarter
Albairate (Milan) - Italy

ABOUT US

We are an Italian manufacturing family company with more than 40 years of experience. We put in our job and in our products the same love and passion we share within our family.

We design and manufacture innovative and high quality trolleys and equipments for the foodservice and Hospitality sector.

Our company is always looking for a balance between design, functionality and the latest market trends. This is why our products are in constant evolution and why we love to link together traditional and innovative materials and components.

1974

Year of fundation

Headquarter and production

**Milan -
Italy**

30

Employees

Turnover

6M€

COMPANY HISTORY

1974

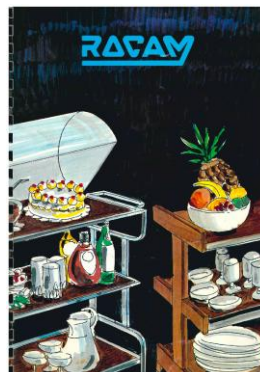


1974

Rocam was founded in the hinterland of Milan by Ezio Rastelli.
First Rocam steel service trolley made by hand, for business lunch breaks.

80's

Range development: wood and thermic trolleys for hot meals distribution. New factory in Abbiategrasso.



2002-2014

Full range of innovative solutions.
Current headquarters in Albairate: 5000m² of production area and warehouse.
In 2014 Rocam introduces Invero: the new brand fully dedicated to hotel hospitality.



TODAY



90's

Rocam consolidates its growth in Europe.
First refrigerated buffet line

2015

Rocam and the world renewed company Caddie establish a long term relationship to re-launch and develop the Caddie Hotel division.
Split of product categories:
Foodservice trolleys > Rocam
Hospitality trolleys > Caddie Hotel



MISSION

To Design, produce and supply highly functional products, to satisfy and simplify the work of the thousands of professionals who use them every day around the world, combining functionality and aesthetics in a perfect union aimed at achieving the primary purpose of each activity: the customer satisfaction.

They say that you do not have a second chance to make a great first impression, and this is especially true for hotels and restaurants. The purpose we have set ourselves is to support you from the beginning, helping to make your service impeccable, without compromise.

The excellence toward which we will accompany you is the reflection of the products we offer; reliability, functionality and design are our key elements, from CAD design to quality control on the finished product. The solid and long experience of the founders and of our executive managers is dedicated to create and distribute worldwide a first class service.

VISION

To become a world reference for foodservice and hospitality rolling equipments.

MARKETS (year 2017)







 EUROPE 65%



- 
25% GERMANY
- 
20% ITALY (DOMESTIC MARKET)
- 
15% SCANDINAVIA (NORWAY, SWEDEN, FINLAND)
- 
10% FRANCE
- 
10% HOLLAND
- 
5% SPAIN
- 
15% OTHER COUNTRIES


 ASIA 25%



- 
50% SAUDI ARABIA
- 
35% UAE
- 
10% CHINA
- 
5% INDIA
- 
5% OTHER COUNTRIES


 AFRICA 8%




 CENTRAL-SOUTH AMERICA 2%



PRODUCTION DEPARTMENTS

METAL PROCESSING DEPT.

CUTTING, BENDING, WELDING



TUBES PROCESSING DEPT.

CUTTING, BENDING, WELDING



CARPENTRY DEPT.

*LAMINATED PANELS & SOLID WOOD
PROCESSING, ASSEMBLING*

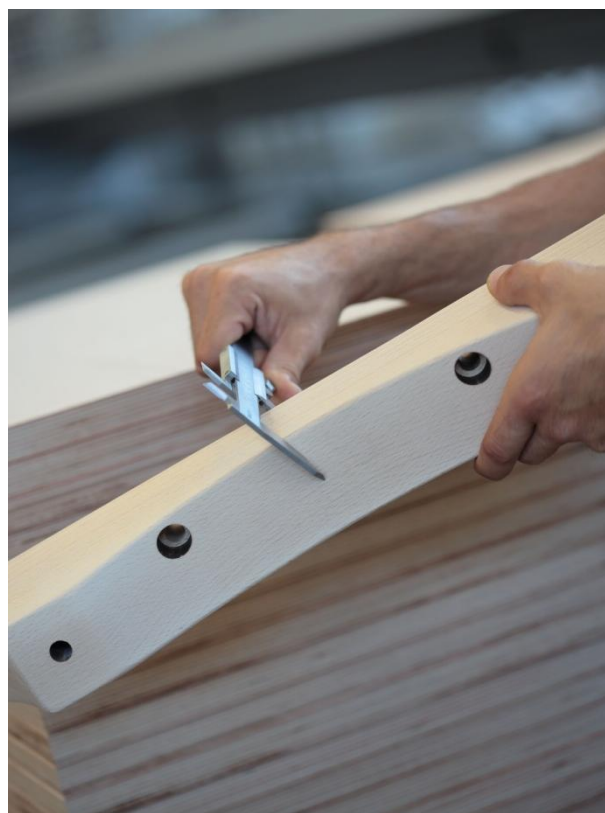


PACKING, STORAGE AND SHIPPING DEPT.



ITALIAN DESIGN

100% Designed and handcrafted in Italy



02. Company Philosophy

Our Values.

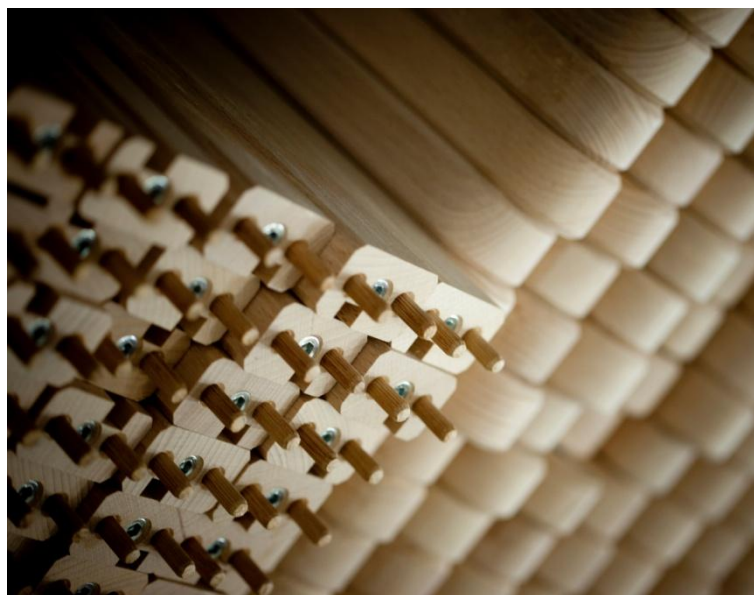


Milan skyline - Italy



QUALITY

Our material, Our production



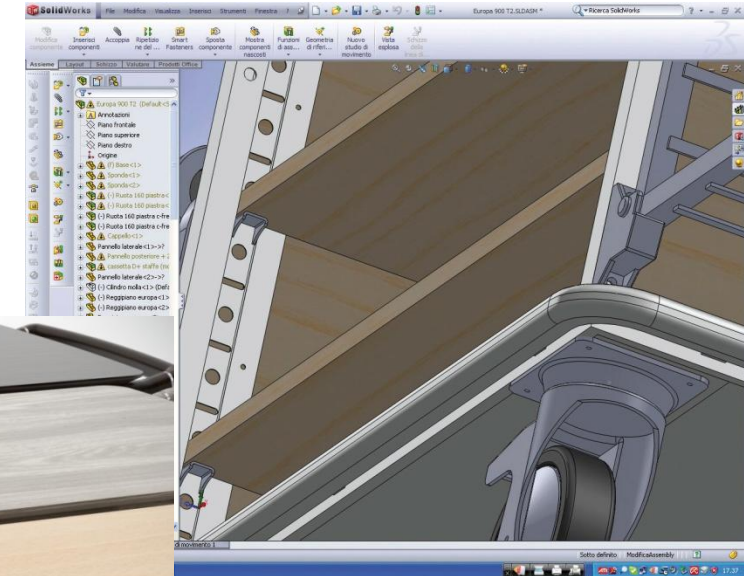
OUR VALUES



DESIGN DRIVEN – R&D

SUSTAINABILITY

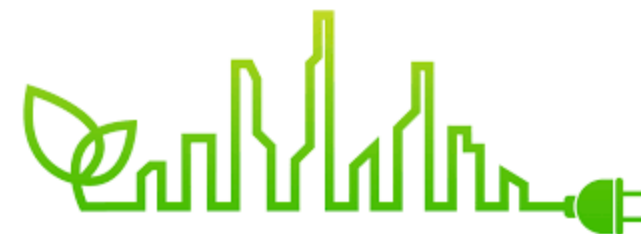
USABILITY



SUSTAINABILITY



Our Company has made significant choices in this direction, developing a sensibility that means constant improvement in the environmental performance of its products, in the pursuit of manufacturing certifications, in the development of energy-saving systems and in public awareness campaigns.



USABILITY



Rocam research is directed towards products and solutions that are easy and intuitive to use, that can dialogue and interact with the users in a clear and accessible language. The interaction with the user must create the best possible environmental conditions for his needs, whether they concern safety or comfort or simply switching on the appliance.

03. Products

Our Pride.



Warehouse
Albairate (Milan) - Italy



PRODUCT CATEGORIES

“Great taste needs great presentation”

BUFFET



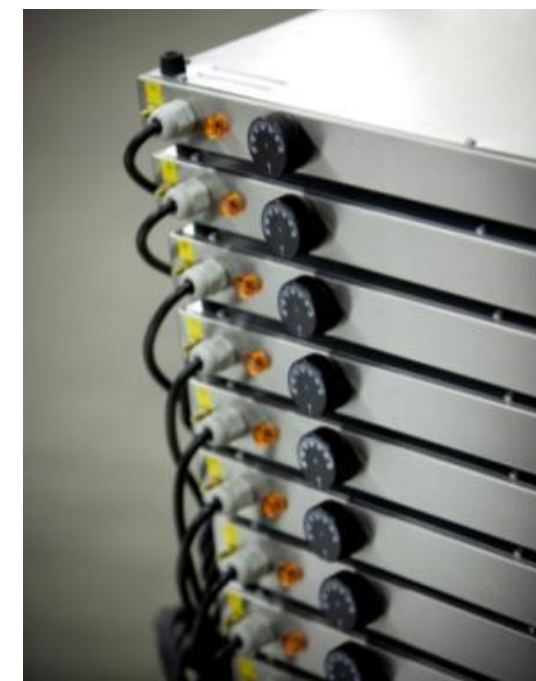
SERVICE TROLLEYS



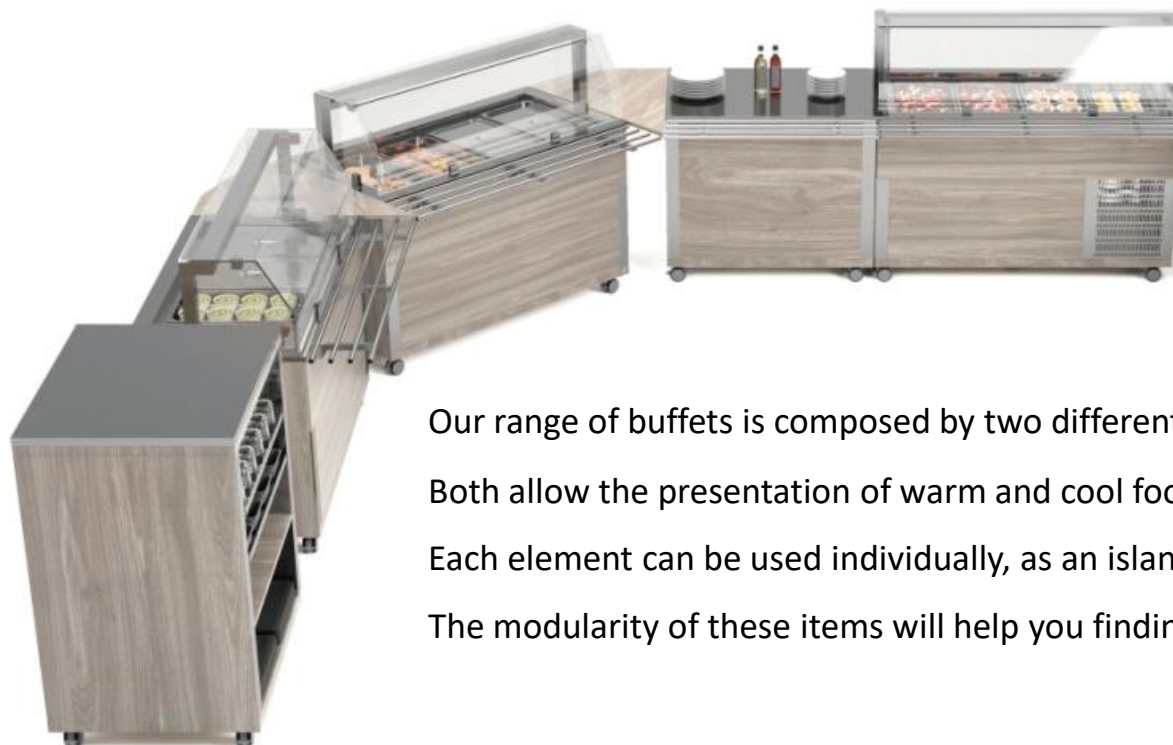
WAITER STATIONS



CATERING & KITCHEN



BUFFET



Our range of buffets is composed by two different lines, a classic one, ***EROS***, and a modern one, ***ATHENA***.

Both allow the presentation of warm and cool food and can be completed by several options and components.

Each element can be used individually, as an island, or in line creating individual free flow or self-service spaces.

The modularity of these items will help you finding the perfect solution for your needs.

HAPPY: The new range for primary schools

Both sneezeguards and dish-holders have rounded corners for the highest safety.
Available also in brilliant colors so to make the normal lunch time into an happy break!



SERVICE TROLLEYS

Where it all started..

We introduce you our flagship and our pride



Behind our collection of service trolleys there are many years of experience and a R&D team always focus on examine and observe the demand of the market to find the perfect solutions for our customer's needs.

The range include a wide variety of line design, from a more classic to a more contemporary one, and functionality.

Our new line **ARIANNA**, entirely in solid wood and with a new rounded design, is composed by trolleys idealized and invented to address specific functions: tea service, champagne service, wine bottles display, cocktails mixology and flambè cooking.



WAITER STATIONS

Our range of waiter stations is composed by three lines design for the restaurants hall, all made in laminated wood available in different colors, and one line built completely in stainless steel to optimize the outdoor use.

All our dumbwaiters are mounted on castors and can have an opened or closed upper part. Upon request they can be provided with a reinforced base.



Alkor line



Polar line

CATERING & KITCHEN

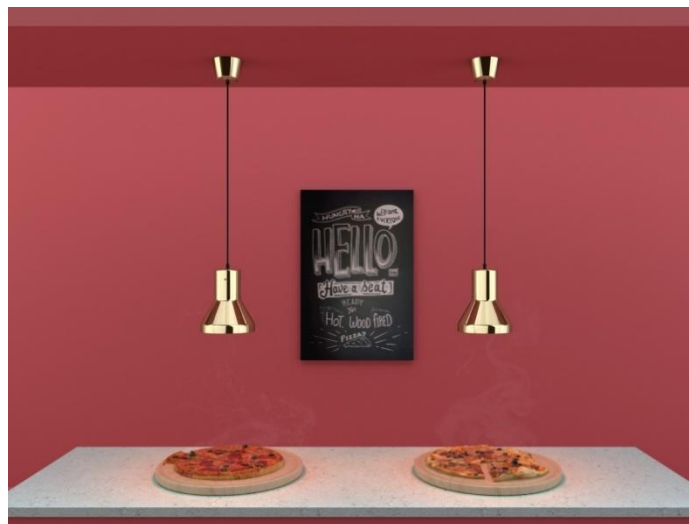
Through the years we have developed a wide range of equipments for canteens, banquets and parties that can guarantee both a high technology to make work simpler and an essentiality in the forms.

Our R&D dept. is constantly looking for new solutions and innovation to stay updated with the requirements of the market.

The 2018 sees the launch of two new different lines : **HELIOS**, the decorative carving stations and heating lamps, and **COMPASS**, a new generation of stainless steel bain marie trolley with molded well.



HELIOS: the new carving stations and heating lamps range





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