

COMPANY PROFILE

EN

WAICO
GROUP



THE ART OF BAKING

WE MANUFACTURE PROFESSIONAL MACHINES AND OVENS

We are an **Italian group** among the leaders in the bakery, pizza & pastry equipment sectors. Thanks to the merging of seven Italian companies, Vitella, Effedue, Starmix, Flamic, Italforni, Logiudice and Mecateck we are able to produce **professional machines and ovens** chosen by the best baking professionals across the world.



01 PIZZERIAS

We provide everything required to kit out a pizzeria, from dough-making machines, to dividing and rounding machines to ovens equipped with latest generation systems designed to control cooking programmes. Professional tools, key to making excellent pizzas.

02 BAKERIES

We support bakeries helping them create their ideal laboratory with machines and tools that aim to achieve correct baking operations: ovens, mixers, dividers and much more. For all types of bread that have quality as their common denominator.

03 CONFECTIONERIES

The art of confectionery is a combination of craftsmanship, techniques and creativity. We support manufacturers by delivering professional mixers, planetary mixers, dough sheeters and ovens designed to bring their creations to life.

04 INDUSTRIES

With machines and ovens dedicated to higher productivity levels, we support craftsmen with semi-industrial production, large-scale distribution and the food industry, with superior standards, quality materials and reliable service.

ONE SINGLE GROUP FOR
YOUR PROFESSIONAL
REQUIREMENTS

In just a few years we have managed to achieve significant milestones in terms of aggregating established brands and their product categories. Below are some numbers illustrating what Waico Group represents today at a worldwide level, one of the most dynamic and innovative enterprises in the Baking sector.

TURNOVER

€ 57 M

ANNUAL PRODUCTION OF MACHINES

20.200

CLIENTS SERVED

3,163

WHERE WE EXPORT TO

152

EMPLOYEES

185

SURFACES

23.200 M2

*CONSOLIDATED GROUP DATA 2025



HQ +
MACHINERY
PRODUCTION
SITE

ISOLA VICENTINA
VICENZA - ITALY

Via Scotte 1 - Isola Vicentina



ITALFORNI
PRODUCTION
SITE

PESARO
ITALY

Via dell'Industria 130 - Pesaro



LOGIUDICE +
MECATECK
PRODUCTION
SITE

ARCOLE
VERONA - ITALY

Via Macia 14 - Arcole



I NOSTRI BRAND

A GROUP AMONG THE SECTOR LEADERS

Our brands, **industrial excellence** in terms of quality standards and reliability, guarantee Baking professionals the tools necessary to achieve excellent management of **all production phases** in the laboratory, boosting the efficiency of the **entire production process**.



Thanks to its extensive experience in the mixing industry and a widespread network of dealers, STARMIX manufactures robust, high-performance planetary mixers. It provides innovative support to the most demanding professionals in the production of creams and the preparation of special doughs.



A spiral mixer manufacturer, with over 30 years of experience, for the pizzeria, bakery and confectionery sectors. Its specialisation, combined with ongoing research and development activity, allow EFFEDUE to reach superior quality standards suitable for all types of dough processing.



It designs and produces dividers and rounders featuring an unmistakeable and functional design. A new generation of bread and pasta processing machines ideal for bakeries, pizzerias and confectioneries. No detail is left to chance in a VITELLA product, to ensure a unique professional experience.



Specialised in the production of manual and automatic dough sheeters ideal for the rolling of dough strips to make puff pastry, croissants, shortcrust pastry and pizza bases. FLAMIC is an international benchmark firm for bakery, confectionery and catering professionals.



It has been successfully operating at exceptionally high levels in the professional electric and gas oven industry for over forty years. ITALFORNI delivers high-performance products with a unique and technologically advanced designs for the pizzeria, bakery, confectionery, delicatessen and industrial sectors.



LOGIUDICE Designs and manufactures professional ovens and dough mixers for the bakery, pastry, and pizza sectors. Founded as a family-owned company, it has evolved over time while preserving its identity: transforming Italian know-how and tradition into reliable, high-performance, and intuitive technologies for industry professionals.



MECATECK The industrial division of Logiudice, Mecateck is a benchmark in the design and manufacture of industrial and semi-industrial ovens for the food processing industry. Its products stand out for their performance-driven design, energy efficiency, and operational reliability.

WAICO GROUP is a constantly evolving enterprise that is focused on the future. It has set itself the goal of guaranteeing the very best tools on the market to professionals, in fact it is already working on the next Brand that will soon join the Group...

INNOVATION

IN OUR MINDS, INNOVATION REPRESENTS THE ADOPTION OF NEW IDEAS, PROCESSES, TECHNOLOGIES THAT TOGETHER LEAD TO CONTINUOUS IMPROVEMENT

NEW IDEAS
AND
PROCESSES



PRODUCTS

Our R&D team is focused on **designing machines and ovens** of increasingly high performance and reliability. Products capable of fulfilling the needs and requirements of professionals, supporting them throughout the different work phases with a **simplification of processes** and **greater flexibility**. The challenge of innovation for professional machines and ovens will mainly involve advanced technology, energy saving and digital integration aspects.

SERVICES

We have always focused on **customising the services we deliver** throughout the entire purchasing process, to fulfil the specific demands of each customer and **create added value** that extends beyond the technical quality of the product. **The automation** of processes, **simplification of procedures**, customer **training** or **expert advice** are just some of the services we offer.

PROCESSES

In spring 2023, the Group embarked on a key industrial integration process. The operational activities of the four brands in the machinery division, Starmix, Vitella, Effedue, Flamic, have been moved to the **new operating headquarters in Isola Vicentina**. We have integrated new production processes and digitised various processes, with the aim of enhancing our customer services and preparing the Group for an additional **technological and commercial development** phase.

CULTURE

We are creating an **environment** that fosters innovation among employees and encourages the **sharing of ideas**, critical thinking, and **active involvement** in corporate processes so that new and successful solutions can emerge as quickly as possible. In addition to **promoting the training and continuous** instruction to employees by stimulating a natural approach to innovation.

BEING CAPABLE
OF SWIFTLY
ADAPTING
TO CHANGES
IN MARKET
CIRCUMSTANCES

In our mind, **innovation, product design** and **customer services** are key tools for the development of the Waico Group. Design intended as a focus on functionality, ergonomics, performance and cost, user-friendliness, efficiency and sustainability. **Higher performing** and **smarter** machines that are able to support professionals throughout all their work phases with inputs, bespoke programmes and dedicated apps for remote management. Each innovation we achieve is the result of a **process of research and listening** to the actual needs and requirements of constantly evolving markets.

Our R&D team works to **develop new instruments and production processes** that are able to deliver superior **quality standards**, with laboratory tests conducted in-house and at the facilities of the top certifying bodies.

TECHNOLOGICAL
AND INDUSTRIAL
INNOVATION



SUSTAINABILITY

MANUFACTURING IN A MANNER THAT RESPECTS THE COMMUNITY AND THE ENVIRONMENT

At Waico Group we see **sustainability** as our ability to **operate in the long term**, minimising any negative impact on the environment and its resources and achieve sustainable growth without compromising the future of the new generations. Our aim is to reach a **balance between value creation and social and environmental responsibility**.

We are highly focused on topics such as energy efficiency and environmental and social sustainability. We **invest heavily** in these aspects and foster constant and growing commitments to improving production processes, using **durable materials** and **technologies** that can better manage energy and **reduce consumptions**.



OUR
COMMITMENT
TO THE PLANET

REACHING A BALANCE BETWEEN VALUE CREATION AND SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

OUR
COMMITMENT
TO THE PLANET

REDUCE CONSUMPTIONS WHILST GUARANTEEING HIGH PERFORMANCE

The entire product manufacturing cycle represents concrete proof of our commitment to sustainability. **A set of targeted actions** that result in **reduced emissions**, **smart resource management** and an active approach to **promoting the recycling** and reuse of materials.



01	ENERGY SAVINGS	We focus on reducing energy waste for each product with technical improvements to deliver high performance, low consumption machines and ovens. We have invested in the self-production of energy with a photovoltaic system currently under construction on the roof of the new headquarters.
02	QUALITY AND DURABILITY	The machines and ovens we manufacture boast a long service life because they are made from premium quality materials with a focus on reducing components and machining times. This approach contributes to promoting a circular economy vision that fully respects the environment.
03	ECO-FRIENDLY PACKAGING	We already use highly recyclable and eco-sustainable materials, with packaging designed to reduce the environmental impact associated with the production, use and disposal of the packaging itself. We are constantly searching for simplifications that reduce variations in shape and form and subsequently material consumption.
04	WORKING ENVIRONMENT	Waico has dedicated significant resources to the well-being of its employees by investing in improving the quality of the work environment .



STARMIX was founded, grew, and developed in a particularly favorable industrial environment, characterized by a unique ecosystem rich in expertise, craftsmanship, and established technological know-how, where innovation and advanced technological research can thrive more easily. Within this context, STARMIX specialized in the production of planetary mixers for both artisanal and industrial pastry applications, growing step by step and positioning itself within a few years among the leading companies in the sector. Its continuous collaboration with a well-established network of highly specialized suppliers ensures outstanding product quality and the ability to design and manufacture both artisanal and industrial custom-made machines.

THE WIDEST RANGE
OF ARTISAN AND INDUSTRIAL
PLANETARY MIXERS.

MIXING
MACHINES FOR
INDUSTRIAL OR
ARTISAN USE



vitella

VITELLA is a brand with over 35 years of experience in the production of innovative dough cutting and rounding machines. It has truly created a new generation of machines that are unique not only for their clean and distinctive design, but also for their overall engineering concept. No detail is left to chance: every aspect is carefully designed to deliver a product that is reliable, safe, and enjoyable to use. Today, VITELLA is recognized as a quality brand in the field of bread and dough processing equipment, providing modern bakers and pizza makers with machines that go beyond simply performing a task. Instead, they offer a complete design experience, delivering user satisfaction through the high quality of the results achieved.

DIVIDERS,
PRESSES AND
ROUNDERS
FOR BREAD
AND PIZZAS



DESIGN AND TECHNOLOGY
AT THE SERVICE
OF PROFESSIONALS.





ITALFORNI is a modern and dynamic brand and is highly specialised in the electric and gas oven sectors. All of its 40 year experience is put into the craftsmanship and attention to detail throughout the processing of its products, using only the highest quality materials available on the market. It has a range of products designed to meet the different demands of pizzerias, bakeries, confectioneries, delicatessens and industrial tunnels. ITALFORNI has also been successful in its manufacturing of ovens using ceramics, porcelain and glass.

PROFESSIONAL ELECTRIC AND GAS OVENS



THE IDEAL PARTNER
FOR PERFECT BAKING.



FLAMIC is a brand specialised in the production of manual and automatic dough sheeters ideal for the rolling of dough strips to make puff pastry, croissants, shortcrust pastry and pizza bases. For over 20 years, it has been designing and manufacturing ovens, supporting retailers, agents and customers in the food industry: confectioneries, bakeries and pizzerias. Constant innovation allows the company to produce machines with increasingly high levels of performance and safety, CE, CB (international) and EAC (Russia, Belarus, Kazakhstan, Armenia) certified, with over 5,000 machines sold worldwide and exported to more than 80 countries. The futuristic design of the casings combined with the millimetric dough rolling precision, makes FLAMIC one of the most appreciated brands by professionals all over the world.

MANUAL AND AUTOMATIC DOUGH SHEETERS



TECHNOLOGY AND PRECISION IN YOUR LABORATORY.





With thirty years of experience, EFFEDUE is currently a brand which is capable of meeting all spiral mixer market demands. Thanks to its vertical specialisation (which also envisages constant innovation and high quality standards), EFFEDUE has been able to develop new lines of mixers that are ideal for all types of dough processing. The high level achieved as regards to the production of machines (over 1,000 machines per annum), results in an excellent cost/quality ratio that is difficult to match. EFFEDUE mixers are currently sold successfully in over 40 countries, in Europe, Australia, USA and Mexico.

SPIRAL MIXERS AND LIFTING AND TILTING SYSTEMS



POWER AND
SIMPLICITY IN CREATING
YOUR DOUGH.



With over 60 years of experience, LOGIUDICE is an internationally recognized brand in the design and manufacture of professional ovens and dough mixers. Through continuous investment in research and development, the company has built a comprehensive portfolio of reliable, high-performance and user-friendly solutions designed to simplify the daily work of industry professionals. Its team of 50 specialized employees and the fact that 93% of its production is exported worldwide are a testament to the company's strength and international outlook. Design, manufacturing and commercial management remain entirely based in Italy, ensuring quality, technical expertise and genuine Made in Italy excellence.



RELIABILITY, EASE OF USE
AND PERFORMANCE

PROFESSIONAL
DECK OVENS,
ROTARY OVENS
AND DOUGH
MIXERS



With extensive expertise in the design of tunnel ovens, MECATECK is a trusted partner for companies looking to transition to semi-industrial or fully industrial production. Through continuous investment in research and development, the company delivers high-performance, efficient, and customized solutions designed to ensure production continuity and consistently high product quality. A strong focus on energy efficiency, safety, and operational reliability is combined with the finest Made in Italy know-how. From design and installation to after-sales support, MECATECK develops tailor-made systems that optimize productivity, space utilization, and energy consumption.



INDUSTRIAL TUNNEL OVENS



THE PERFECT BALANCE BETWEEN
INDUSTRIAL TECHNOLOGY
AND ITALIAN CRAFTSMANSHIP

WAICO LAB

A SPACE DEDICATED TO PROFESSIONALS

Designed to the highest standards to ensure efficiency, safety and operational comfort, Waico Lab is located within the Group's production facility in Isola Vicentina. It is a dedicated workspace where bakers, pastry chefs and pizza professionals can test different machines and ovens using their own doughs, recipes and production settings.



MECATECK ★STARMIX vitella ITALFORNI flamic EFFEDUE LOGIUDICE

COME AND
TEST YOUR
PRODUCTS

BOOK YOUR FREE TEST
SESSION NOW AND DISCOVER
THE BEST SOLUTION FOR
YOUR BUSINESS.



WAICO LAB PROFESSIONAL LABORATORY

Every test is carried out in a controlled and professional environment, allowing performance, results and reliability to be assessed in a practical and realistic way. This space was created to provide professionals with a dedicated environment where they can exchange ideas, experiment and develop tailor-made solutions with the support of our technical team.

TEST

Put your ideas, recipes and processes to the test in a professional environment designed to replicate real production conditions. At Waico Lab, you can test machines and ovens using your own doughs, ingredients and operating parameters, enabling you to accurately evaluate performance, quality and results.

LEARN

Engage with specialized technicians and industry professionals to explore technologies, methodologies and innovative solutions. The lab becomes a place for growth, where you can acquire new skills, optimize production processes and discover the full potential of Waico equipment.

EVOLVE

Turn experience into value for your business. Through targeted testing and expert technical support, you can identify the solutions best suited to your needs, improve production efficiency and increase your business's long-term profitability.



VALUES

TEAMWORK
IS A CORE
VALUE TO US



IN THIS ORGANISATION,
WE EMBRACE
THE FOLLOWING
CORE VALUES:

- 01

PASSION

Passion is the driving force behind all our efforts. We are committed with enthusiasm and dedication, **putting our heart** into everything we do, because we believe that this is the only way that **great results** can be achieved and **unique products** can be built.
- 02

COURAGE

We are **courageous** in facing complex professional challenges, **constantly searching** for new opportunities, with **innovations** in processes, services and products. Courage drives us to **overcome obstacles** and grow when tackling the challenges of the **future**.
- 03

SHARING

We value the **sharing** of knowledge, experience and resources. We believe that openness and **collaboration** are key to individual and collective **growth** that is a core element of the **Group**.
- 04

EXCELLENCE

We are constantly striving to achieve **excellence** in every aspect of our work. We are committed to **exceeding expectations**, continually improving ourselves and delivering **premium products and services** to our customers.
- 05

RESPONSIBILITY

Responsibility is another core aspect of our mission. We operate in an **ethical, sustainable** and **transparent** manner, with the aim of contributing positively to the **well-being** of society and the planet.

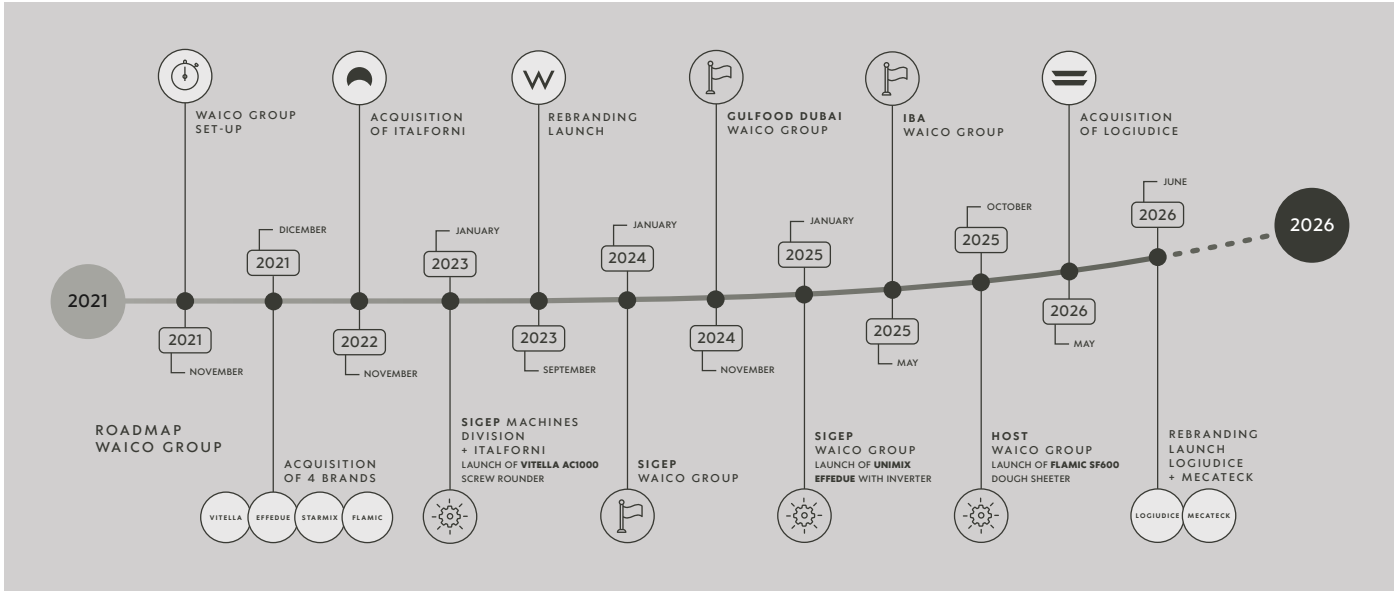
MISSION

LET PROFESSIONAL
DREAMS
COME TRUE

Our **mission** is to become the **benchmark partner** for the top professionals in the Baking sector at a worldwide level.

We are committed to supporting their **growth** and helping them create exceptional products by supplying the most **cutting-edge, reliable** and **functional** laboratory equipment available on the market.

We provide our customers with **unique specialist expertise** and an extensive international sales network to support them in their **most innovative and complex projects**.



WAICO GROUP
ROADMAP

THE
BENCHMARK
TECHNICAL
PARTNER



WAICO
GROUP



★STARMIX

vitella

flamic

EFFEDUE

MECATECK

ITALFORNI

LOGIUDICE

