



ROCAM[®] 50TH
1974
2024
Professional Foodservice Solutions

Company profile 2024



ROCAM[®]
Professional Foodservice Solutions

PROFESSIONAL FOODSERVICE SOLUTIONS



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01. COMPANY

Our heritage

VISION

*To become a world reference
for foodservice and hospitality
distribution equipments.*

MISSION

Our goal is to make our clients' work easier and more satisfying by creating products that are both functional and aesthetically pleasing.

ABOUT US

Smart solution for foodservice

We are an Italian manufacturing family company with more than 45 years of experience. We put in our job and in our products the same love and passion we share within our family.

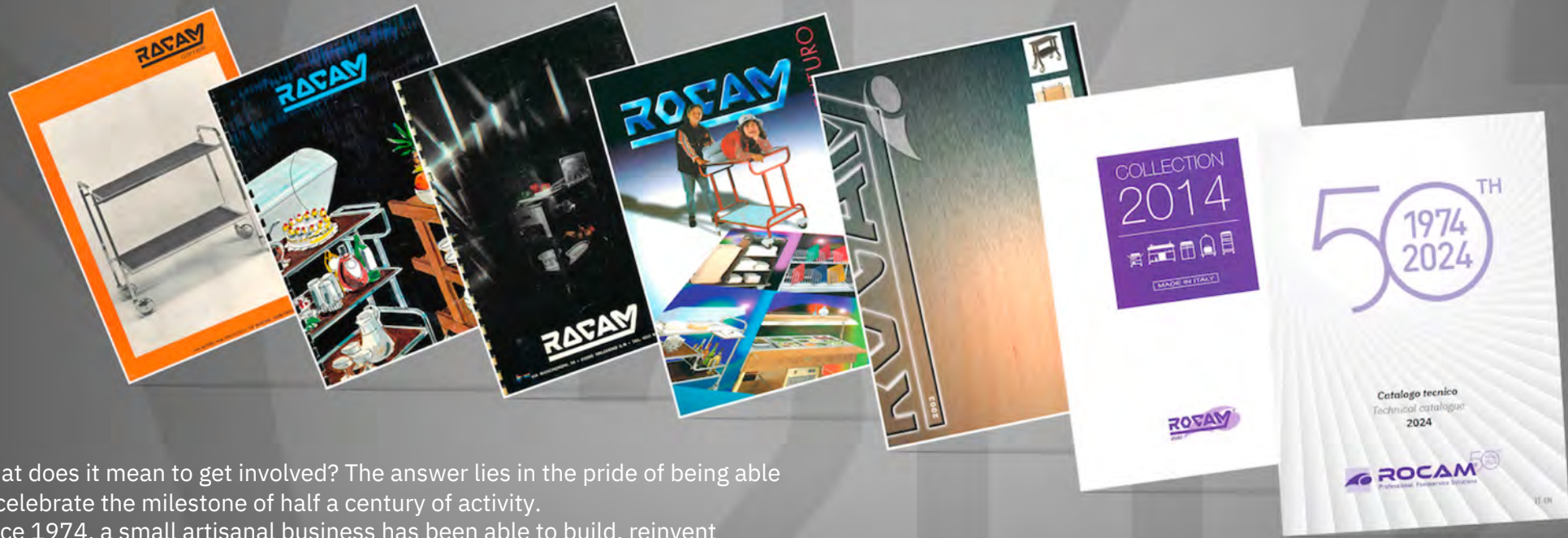
We design and manufacture innovative and high-quality trolleys and equipments for the foodservice and Hospitality sector.

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



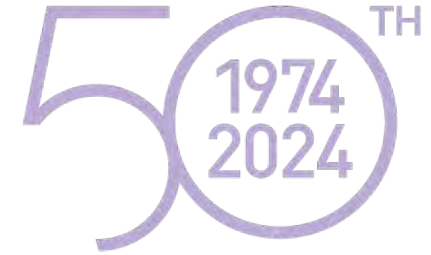
50 YEARS OF PASSION

1974 - 2024



What does it mean to get involved? The answer lies in the pride of being able to celebrate the milestone of half a century of activity. Since 1974, a small artisanal business has been able to build, reinvent and renew itself until today, where we can proudly say that we are a key player in the global HO.RE.CA market. Our everyday work celebrates and evolves the entrepreneurial spirit that founded this company. At ROCAM, we don't see half a century as a finish line but as a new starting point to become even more competitive and innovative. With passion and dedication, we create excellence to add value to your projects.

HISTORY



1970s

ROCAM comes to life in a basement in the Milanese hinterland in April 1974, thanks to an intuition of the founder Ezio Rastelli. The economic boom of those years and the increasing number of canteens, bars, and restaurants created the need for a fast and comfortable meal distribution during work lunch breaks, leading to the birth of our first steel service trolley, entirely handmade.

1980s

During the 1980s, ROCAM's production expanded to include solid wood trolleys and thermal trolleys for the distribution of hot meals. Moreover, the high demand for its products throughout the national territory necessitated an expansion of the production site, which was relocated to a factory in Abbiategrasso (MI).

1990s

These are the years of designing and producing the first line of hot and cold buffets. Thanks to its constant presence at the most important international trade fairs in the industry, ROCAM managed to significantly increase its presence across Europe as well.

2000s

In 2008, the company relocated to its current headquarters in Albairate (MI), occupying a 5000 square meter area entirely dedicated to production and warehousing. With the time ripe for further expansion, our range has been enriched with increasingly efficient and innovative solutions..

2010s

During the 2010s, ROCAM embarked on an intensive journey of research and development, culminating in the creation of the innovative DROP-IN and OMNIA lines. These lines epitomize versatility and customization, offering solutions tailored to meet diverse needs and preferences.

2020s

In the 2020s, ROCAM underwent a transformative machinery upgrade, embracing cutting-edge technologies such as gas replenishment, automation 4.0, fiber laser, and next-generation vertical drilling and milling machines. These innovations signify a landmark achievement as ROCAM continues to lead the industry with groundbreaking advancements.

OUR TEAM

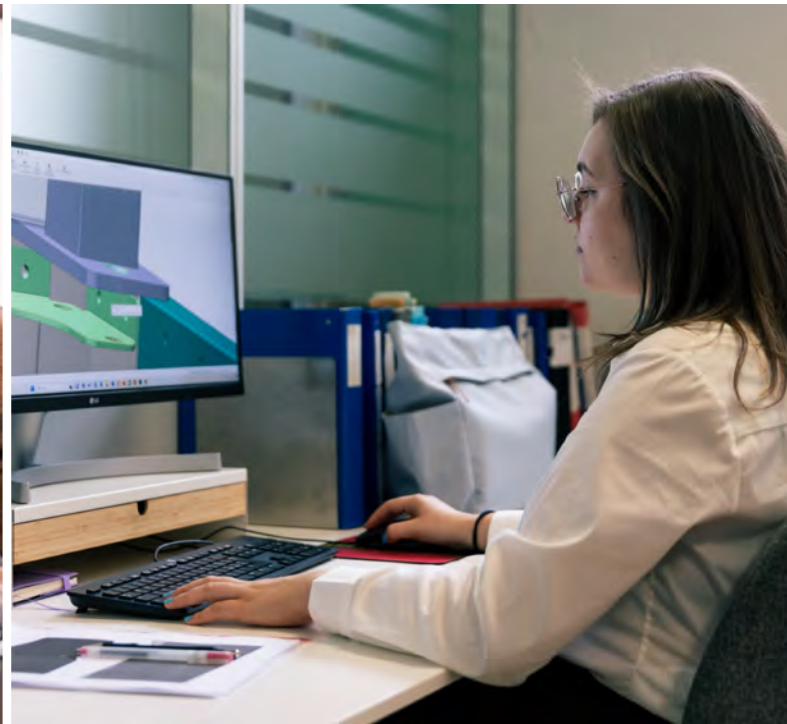
Empowering excellence, together

We are more than just a team — we're a family united by a passion for innovation and excellence.

With a diverse blend of expertise and creativity, our team is driven by a shared commitment to delivering exceptional solutions to our clients.

From visionary designers to skilled employers, every member of our team plays a vital role in bringing our cutting-edge products to life.

Together, we thrive on challenges, push boundaries, and continuously strive for excellence, ensuring that ROCAM remains at the forefront of the industry.



OUR NUMBERS

1974

**The year
of fundation**

5.000 m²

**Milan
Headquarter
and production**

40+

Employees

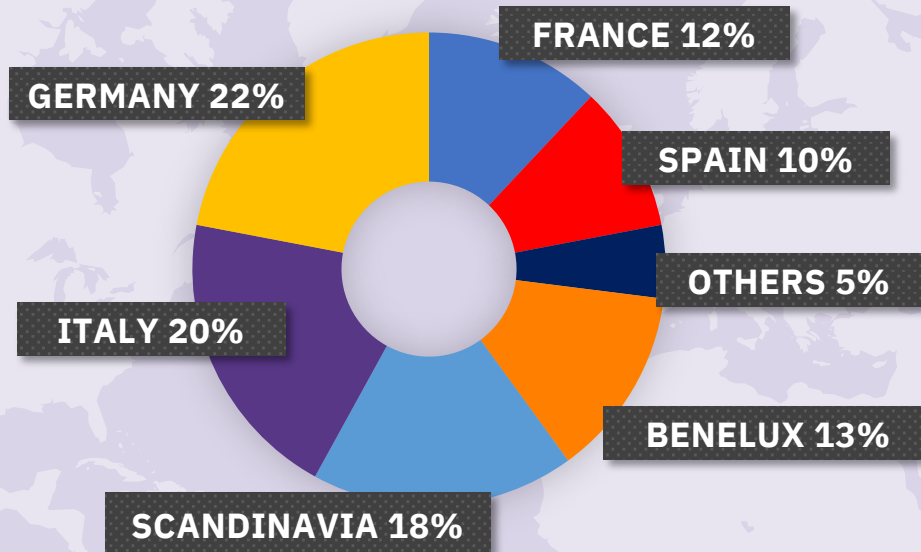
5 M€ 2023

6 M€ Exp. 2024

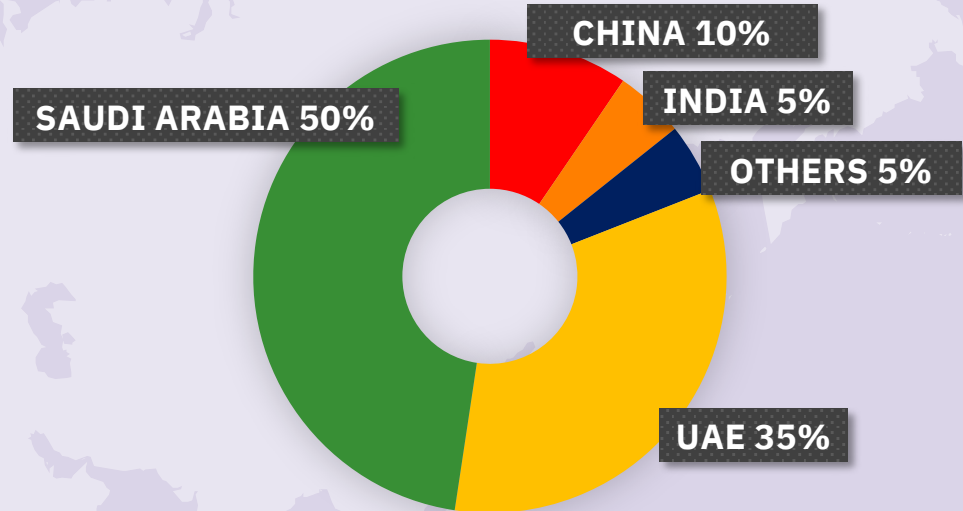
Turnover

MARKETS 2024*

Europe 81%



Asia 12%



Central-South America 2%

Africa 5 %

*Data refers to 2023

INDUSTRY 4.0

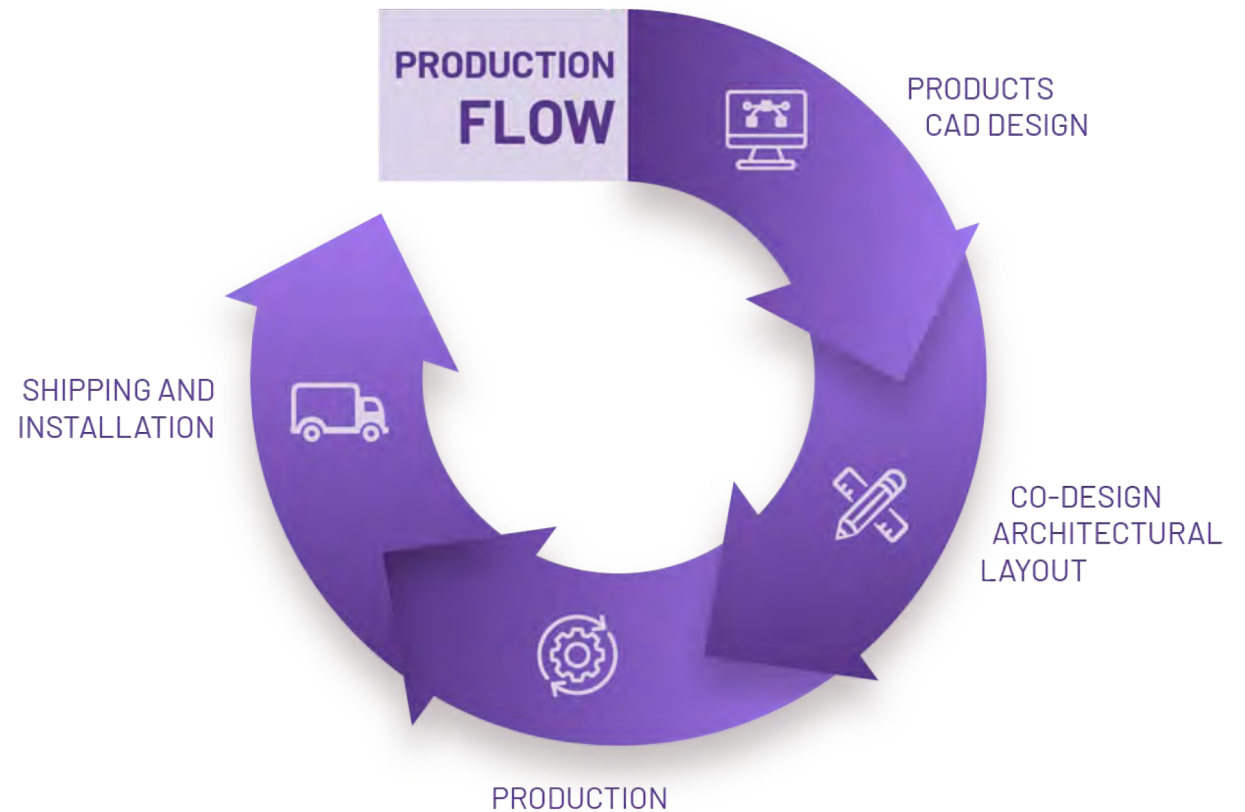
Technology solutions

With an unwavering focus on innovation, ROCAM has enthusiastically embraced the fourth industrial revolution, channeling investments into research and development to craft equipment that is not only increasingly efficient and productive but also sustainable.

Among the technological advancements is the adoption of the Galileo TP gas charging station, a testament to ROCAM's commitment to leveraging cutting-edge solutions for heightened efficiency and safety.

Bolstered by automation 4.0 features and certified quality assurance, ROCAM stands poised to raise the bar for production standards and optimize workflow management.

Moreover, the introduction of the Amada fiber laser and next-generation vertical drilling and milling machine underscores ROCAM's steadfast dedication to innovation and environmental stewardship.



PRODUCTION DEPARTMENTS



METAL WORKING

All metal components of our steel articles and models are crafted within our facility, specializing in high-precision metalworking. The expertise and specialized skills of our staff ensure the production of large quantities with meticulous attention to detail for each individual piece. The pride of our metalworking department is the state-of-the-art Amada fiber laser, capable of communicating with other machinery in the department.



CARPENTRY

Our carpentry department is equipped with highly industrialized machinery that allows for processing both solid wood and laminated wood. In particular, our Biesse vertical drilling and milling machine with 4.0 connectivity can coordinate production activities synergistically with other woodworking machines.

PRODUCTION DEPARTMENTS



ASSEMBLY

The assembly phase is one of the most delicate stages of the entire production process: it is the moment when the wooden components, made with high-quality materials and crafted with care, are joined to the iron structure of our products. Once the structure is assembled, refrigerator or heated plate motors, electrical systems, and lights are installed. This step is also carried out with the utmost care and precision to ensure a safe and reliable product.



GAS CHARGING STATION

We love to embrace new technologies to keep evolving, which is why we have implemented the Galileo TP gas charging station. This cutting-edge machinery allows us to achieve ten times greater production efficiency compared to the past. Furthermore, it ensures maximum safety for both operators and the surrounding environment, thanks to an automatic control system that detects any anomalies. The gas charging station is also equipped with automation 4.0 features, enabling automatic program recall and gas charge logging, thereby improving workflow management and reducing errors.

02. PHILOSOPHY

Our values

VALUES

*We're driven by design,
fueled by innovation,
and committed to sustainability.*

ITALIAN DESIGN

*100% designed
and handcrafted in Italy*

Our products are crafted using the most advanced technologies and materials, yet they retain the charm of 100% Made in Italy artisanal craftsmanship.

Each item is the result of meticulous design that merges innovation, functionality, and design, and undergoes rigorous quality and safety controls. Furthermore, it can be customized from a wide range of wood finish color options.

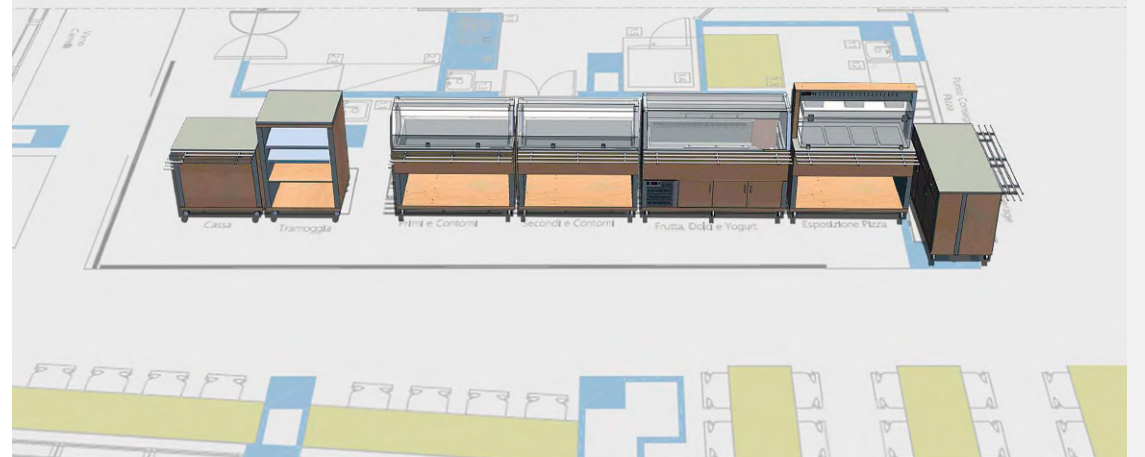
The result is a unique and high-quality object with unmistakably Italian style.



CO-DESIGN & ARCHITECTURAL LAYOUT

We offer you a customized consulting and planning service to meet your every needs.

We study and develop with you the best solutions for the layout and arrangement of dining rooms, restaurants and self-service lines starting from your project.



QUALITY

Not merely a standard: it's our signature

At ROCAM, quality isn't merely a standard—it's our signature. With over 50 years of expertise, we've consistently delivered unparalleled products and services to our valued customers.

Our commitment extends beyond aesthetics; we're dedicated to offering products that seamlessly blend beauty with functionality.

Every item in our lineup is meticulously crafted in Italy, utilizing the finest materials and innovative techniques that epitomize the Italian dedication to excellence.

From inception to execution, each detail is meticulously curated, ensuring that our 100% Italian-made creations exemplify our steadfast commitment to superior craftsmanship.

This is why ROCAM is synonymous with trust in the hospitality industry, relied upon by the world's most esteemed hotels and restaurants.



RESEARCH AND INNOVATION

We are committed to leading the industry through a constant dedication to research and innovation.

Our company places primary value on the discovery and application of advanced design solutions, the activation of strategic collaborations, and the use of cutting-edge resources, translating them into excellent and competitive products in the global market.

SUSTAINABILITY

Our commitment

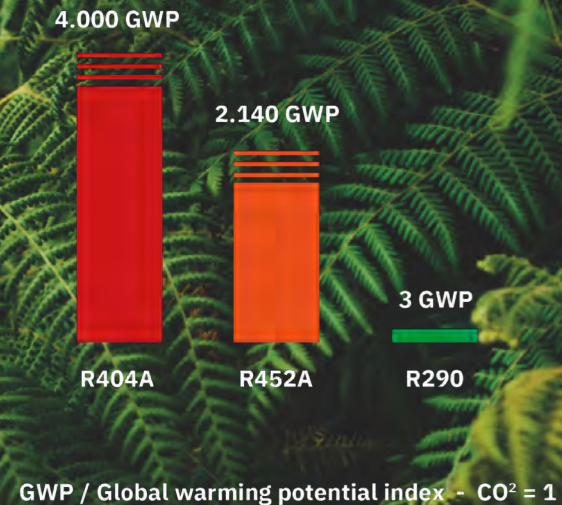
Sustainability is at the core of our business.

We are constantly committed to reducing the environmental impact of our operations by adopting practices that safeguard natural resources and promote a greener future. From the design of our products to supply chain management and packaging, we strive to minimize our ecological footprint.

SUSTAINABILITY

Natural refrigerant

We care about our Planet, which is why our refrigerated products operate with R290 gas, a natural hydrocarbon refrigerant with a very low impact; its GWP (Global Warming Potential) is equal to 3, well below the threshold limit (150): this represents an important ethical change for those who want to ensure product freshness, with a focus on environmental sustainability.



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. PRODUCT LINES

Our pride



SELF SERVICE

Buffet / Drop-in Lamps and carving stations

Our range of self-service modules has been enriched with new lines and innovative solutions with proposals capable of satisfying the most varied aesthetic needs but above all capable of offering completely different uses, from the DROP-IN modules, designed to be able to adapt to any customized solution, to the OMNIA and ATHENA lines, perfect for furnishing self-service lines in company or school canteens, up to the KIDS and HAPPY lines designed for children.

An innovative concept with excellent modularity is the BREAK line, perfect for furnishing elegant breakfast rooms or conference areas with style and practicality.



FOODSERVICE & CATERING

Food distribution / Banquet carts *Room service trolleys*

Looking for new solutions and constant innovation on existing articles are the starting points to guarantee a range of foodservice products that can answer to each requirement of professionals.

Our equipment differs not only for the high technological value that simplifies the work of professional operators, but also for their rationality, their simplicity and ergonomics of use, and, last but not least, for their essential shape and the utmost attention to details that Rocam places in each item that manufactures.

Each item is studied and designed to comply with the highest hygienic standards and the stainless steel used is uniquely AISI 304 quality of EU origin.



RESTAURANT SERVICE

Fine dining trolleys *Waiter stations*

The products presented in these following pages are the legacy and origins from which it all began and with which ROCAM has been able to make itself known on the market and become the internationally recognized reality it is today.

Over the years, ROCAM has presented numerous lines of fine dining service trolleys and restaurant furniture that have become iconic and imitated all over the world.

Today we are proud to present once again an innovative, original range of products, up to date, with a refined design and attentive to the real needs of those who use this equipment every day, with the usual quality and attention to detail guaranteed by ROCAM.





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