

With the new B45 cabinet the Pininfarina-Bocchini alliance is born



January 28, 2009 - **B45** is the brand new line of cabinet designed by **Pininfarina Extra** for **Bocchini** Group, presented as a world premiere at the 30th SIGEP (Ice cream, Pastry, Confectionery and Bakery Expo).

The B45 cabinet - B for Bocchini and 45 for the birthday celebrated in 2008 by the leading company in the bar, ice-cream and pastry industry - distinguishes for its appeal, sleek lines, elegant features, and the balance of shapes. With its plucky, light and almost cat-like profile, B45 is characterized by unique details strongly influenced by aesthetics and design factors and by the accurate choice of materials. And by some references to the motor world such as the ventilation front grill, the polyurethane end side panel which gives energy and movement to the lines, the screen-printed reflective side glass with a dark mirror effect.

In addition to the Pininfarina design, there is the "genetic inheritance" of Bocchini brand, which has always been synonymous with innovation, experience, quality and reliability. Like the new generation LED lighting system for B45, which is placed on a 6 mm thick plate situated under the glass shelf (but separated from it) in order to give off heat and to light the part below, so as to exalt the natural colour of the products and to allow the best utilization of the display area. The oil-pressure device allows to open the front glass together with the upper top so that the operator can easily reach the display shelves for arranging the products inside the cabinet.