

COLDTAINER FOR DIA VENDING: THE CHALLENGE OF MULTI-TEMPERATURE TRANSPORT



DIA Vending is an Italian company that has been dealing with automatic distribution for over thirty years. Having now established itself as a point of reference in the sector, it currently serves public and private companies in Puglia and Basilicata, with a distribution circuit that goes from Bari to Taranto, passing through Matera, Potenza, Foggia, San Giovanni Rotondo (Italy).

Why Coldtainer

The choice to rely on Coldtainer comes from the need to transport products at room temperature and products that need to be kept fresh even during the journey on board the same commercial vehicle, thus optimizing costs and timing. As Gianfranco Cataldo of DIA Vending said: "Coldtainer mobile refrigerators are used to transport food at controlled temperature such as sandwiches or snacks".





easy cooling, smart moving

The first refrigerator purchased by DIA Vending was the Coldtainer F0140 NDN (up to -10°C), the currently most popular model among companies operating in automatic distribution. Its strong point lies in guaranteeing a decent capacity despite its small dimensions (62 x 100 x 71 cm).

As Gianfranco Cataldo said: "Its reduced footprint on the ground has allowed us to simplify the interior setup of the vehicle, leaving us space for products that must travel at room temperature. However, on some routes we found the need to increase the amount of fresh product to be loaded into the distributors. For this reason, we recently decided to also equip our fleet with the Coldtainer F0330. I have to underline that, despite its larger dimensions, the F0330 model proves to be equally high-performance, guaranteeing rigorous compliance with the set temperature even on the hottest summer days".

Coldtainer plus

The reliability of the products and the great professionalism of the people behind the Coldtainer brand are the characteristics most appreciated by DIA Vending: "The commercial department has always advised us on the right solutions for our needs. We are happy to have Coldtainer among our partners because the undoubted technical quality of products has always been supported by the efficiency and availability of people, who have always proven to be attentive and proactive both before and after the purchase of the products. Over the years we have equipped our fleet with around thirty Coldtainers and until now we have never encountered any technical problems, but we know that if they ever arise we will be able to count on customer service that measure up."

