



2015
Celli solutions for

Coca-Cola®

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world leader in design and technology

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Celli solutions for



Pouring a drink is an art.

Freshness, quality and flavours are essential characteristics that make each beverage a unique experience to be savoured.

For 40 years, Celli S.p.A. has preserved this art through continuous innovation and originality, offering quality products with a refined design for the best drinking experience.

Celli is your partner in co-engineering innovative projects and strengthening your brand.

since 40 years world leader in design and technology

With 40 years of experience Celli S.p.A. has become the number one Italian company in the drink dispensing system, and one of the main reference points at a global level. The Celli S.p.A. drink dispensing products are nowadays exported worldwide. The systems for the refrigeration of beverages, towers, taps and other accessories for the dispensing of drinks are designed and manufactured in Rimini - Italy in a factory covering 10,000 square meters. The success of this industrial reality is due to the company's philosophy aimed at:



Design to create new trends and icons

Innovation, originality of the products, the elegant and exclusive design, the noticeable Italian character, the continuing pursuit of quality both through increasing investment in advanced technologies as well as trained and highly motivated staff: these factors have

permitted Celli S.p.A. to remain in tune with national and international market needs, often anticipating demand by proposing cutting edge products for their technical solutions and design.



Technology to pursue continuous innovation

We adopted different solutions in order to maximize our process efficiency. A modern production line to maintain high levels of flexibility and control and at the same time to ensure maximum ergonomics to the operator. A tracking system of the main cooler components, thus allowing to trace the production batches of components through the machine's serial number, with this method it is possible to act in a timely and focused manner

on products already on the market, intercepting and correcting any deficiencies. The system's production line test procedures have also been automated so as to reduce the chances of human error to a minimum. A warehouse facility with two sections: an automated area for handling around 14000 cases and a storing area for 6000 items with two cable-driven forklifts.



Quality for an amazing drinking experience

Celli showed that the quality of its offer is not only associated to the finished product but also to the productive process, to good services and technical assistance following the product on the market. Quality is not just associated to the finished product. Quality is part of a complete process that includes a good service and technical assistance. We guarantee to our customer a reliable assistance service that can be implemented in an efficient and continuous manner.

The internal policy of Celli S.p.A. concerning quality has always been strict and rigorous, pushing towards an initial IMQ certification on their systems in the early eighties. The course towards a steady expansion of its certification has continued over the years, reaching important results: the achievement of the UNI EN ISO 9001: 1994 certification on July 1994 and UNI EN ISO 14001: 2000 on January 2002.



Eco-friendly solutions to reach environmental sustainability

At Celli respecting the environment has always been a priority that we take very seriously. One of the most important stages in Celli's history has been the introduction of the R134 gas replacing the noxious R12 gas. The first company in the sector to make this choice and introduce it on the market, Celli also has the merit of removing CFC from the polyurethane foam from the tanks of the coolers well before legal obligations were implemented, at a time when very few cared for the environment.

The use of new expanding HFC-free foams, such as CO₂, has also been introduced to avoid heat loss. Celli has strived for years to make the insulation of the cooler's tanks thick enough to avoid heat loss, using quality pythons of high thickness to prevent the dispersion of energy along the course of the chilled drinks from the system to the tower and using its standard low energy consumption electronic compressor and fan motor systems. Due to their maximum sensitivity in this area, Celli continues to work in this direction experimenting innovative solutions for environmental protection.



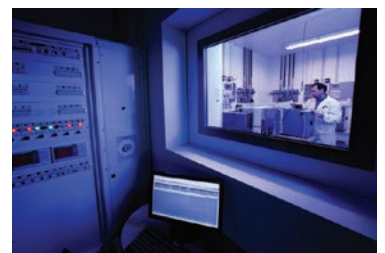
your partner in co-engineering innovative projects and strengthening brand

Distinguish oneself and maintain product quality at the highest level. This is the commitment of Celli S.p.A. to remain a privileged partner capable of meeting the future challenges. Our history of design and tradition make it possible to travel with you along open roads on the new challenges of the global market.

- R&D team: dedicated developers, designers and engineers.
- Three-dimensional solid modeling programs such as PRO-Engineering on powerful HP Graphic Workstations.
- The workstations with CAD software for graphic design and 3D design are linked directly with a rapid prototyping 3D printer that allows obtaining samples of many of the products still in the design phase.



- Our technical and prototyping office is able to simulate a preview of coolers and towers, allowing us to evaluate with great precision the technical capabilities and aesthetic impact in preproduction, thereby saving the timing related to design and implementation.
- The R&D laboratory, which has been certified by Coca-Cola, contributes to the optimization processes of both existing and new drink dispenser systems and accessories, thanks to testing and verification with modern analysis tools and computerized data acquisition and processing systems.
- There are currently 3 climatic chambers that can simulate any climatic and electrical condition allowing specific tests to be performed following the specifications of clients from all over the world.
- Particular attention is paid to finding new components in the electromechanical and thermodynamic field as well as innovative technological, environmental and energy saving solutions.
- Product quality control audit: working team dedicated to the control on both the incoming goods and on the finished product in order to ensure the perfect finishing and functionality of each item.



Celli is your partner to surf
the ecological wave:

the CO₂ cooling gas is the way.

The use of carbon dioxide (CO₂) as a cooling gas aroused new interest in the past few years due to the high ecological impact of artificial gases. Carbon dioxide is a so-called natural cooling gas: not only is it available in nature all over the world, but it is most of all environment friendly, i.e. its environmental impact is extremely low. In fact its ODP (Ozone Depletion Potential) is zero and, unlike hydrofluorocarbons (HFCs), such as R134, which have a significant impact on global warming, its GWP (Global Warming Potential) is only 1. CO₂ offers two additional benefits: it is non-flammable (unlike hydrocarbons, such as propane) and non-toxic. Tests on carbon dioxide performed in the past few years demonstrated high efficiency and confirmed its value: its thermodynamic properties allow to achieve high performance at moderate ambient temperatures and fairly high performance at tropical-like ambient temperatures. While CO₂ is classified as a safe, non-toxic, non-flammable cooling gas, a few cautionary measures should be taken both in design and in maintenance and servicing. This first review is only focused on design issues. It should be noted that CO₂ systems operate under high pressure in the cooling circuit: in fact, CO₂ reaches its critical state at 31.1°C and at a 78.8 Bar pressure. Within the cooling circuit, operating pressures fluctuate between 800 and 100 bar upon regular operation and reach 130 bar at the more demanding starting stage. Upon operation at temperatures above 31°C, the cooling cycle is transcritical. Therefore, in order to ensure high efficiency, the SLHEX, a component not included in HFC and HC cooled systems, should be carefully sized. Moreover, the development of CO₂ cooling compressors caused severe trouble in the past, with products characterized by unacceptable noise and vibrations. Second generation CO₂ compressors have solved this kind of problems, and are more similar to R134a and R290 compressors. Current technological developments are surely addressing most barriers to a widespread use of CO₂, which will therefore allow to develop truly sustainable, efficient, and low-consumption dispensing systems.



Celli Multivalve Technology

Soft-drink dispensing is increasingly developing in view of generating a “consumer experience” capable to retain customers in time, and will therefore play a crucial role in the creation of this “drinking experience” in the next few years. The market launch of flavors to customize beverages makes the experience even richer.

Celli, always focused on market trends and developments, has conceived a product that combines innovation and experience.

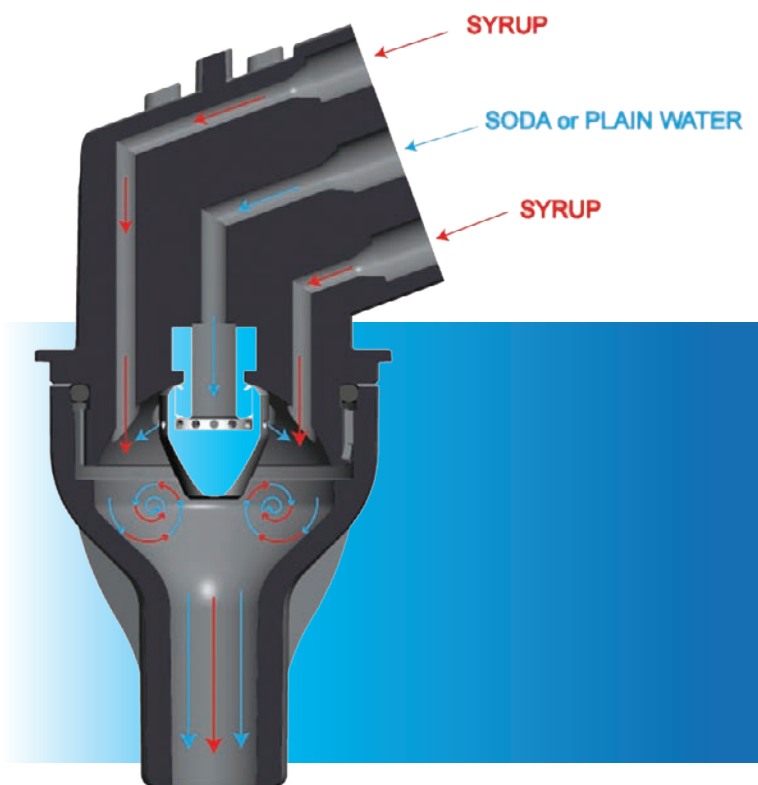
The Celli multivalve technology allows to adjust the water and syrup flow through high-precision stainless steel controls, ensuring that perfect drinks are dispensed according to the highest standards set by beverage groups.

Compared to standard valves the multi-valve technology has a small footprint and allows to deal with many different products.

The multi-valve also allows the use of the presently most successful user interface –the touch display.

It is possible to easily switch from a carbonated drink to a non-carbonated drink without handling the hydraulic connections.

Celli multi-valve technology allows to dispense soft drinks also in combination with multiple flavors that help “customize” the drink and thus create a unique experience: a single tower allows to obtain up to 40 combinations!



Telemetry Technology

For several years Celli has been aware of the need to adopt an advanced “intelligence” to fit into its equipment. The telemetry technology system provides major benefits, including remote monitoring of the amount of dispensed beverages and the appropriate operating status of the cooling circuit’s components, thereby ensuring that any malfunctions are detected in good time to prevent failures.

How does it work?

The telemetry system includes:

- A web-based user interface, which allows to access the telemetry system’s functions to connect remotely with the coolers from anywhere in the world.
- A telemetry device installed within the dispensing unit (cooler) and equipped with a SIM card to broadcast data to the server via the GPS network.

Benefits

This technology has unquestionable benefits, both from the technical and the strategic viewpoint.

Sales & Marketing

- The telemetry system displays consumptions for each Point of Sale (POS).
- It supports marketing decisions by providing real-time data about brand consumption.
- It is capable to monitor consumption trends thus allowing the premise to enhance cooler performance and only increase power when necessary.



A new opportunity to optimize the efficiency of your dispensers while increasing sales

Diagnostic

- The diagnostic system provides water bath and beverage temperature, power supply voltage, water pressure and time-out pump alerts, and other important alert signals.
- When these values approach the alarm thresholds, maintenance interventions can be scheduled to prevent malfunctions.
- Through diagnostic and alert systems, telemetry provides real-time information about the maintenance requirements of each POS.

Maintenance & Logistic Optimization

- Consumption analysis and the geo-localization system allow to optimize the supply chain by only providing Bag in Box whenever it is truly needed.
- The geo-localization system carries out constant monitoring of the cooler's position, thus preventing potential thefts.
- Monitoring of sanitation performance can be performed and beverage dispensing can be stopped if the lines are not perfectly clean.



Technology is ready to turn the abundant collected data into strategic assets!



OUR SOLUTIONS FOR COCA-COLA

High end equipment

TOWERS

Galaxy



Polar



Prestige



Flexa-star



OVERCOUNTERS

Joy range
20, 30, 50, 65



UNDERCOUNTERS

Ideal range pre-mix
30, 60



Ideal range post-mix
30, 60, 90, 120



Entry level equipment

TOWERS

Always



Dymanic



TOWERS

Elite



Adria



Sector



Barocco



OVERCOUNTERS

Smart



Polo
30, 50



Galaxy

a highly innovative
all-Celli project



*Eye-catching
tower*

*Touch screen for
friendly use interaction*

*Multiple flavor combination and juices with pulp
dispensing for an excellent drinking experience*

Galaxy is the ideal tower for big self-service chains. Innovation, efficiency, multiple flavors and easy maintenance make this tower the ideal answer to the highest standards of beverage groups.

It allows a wide choice among a wide range of soda or still soft drinks, also in combination with multiple flavors and with the possibility to dispense juices with pulp.

Up to 40 different combination in one tower for Coca-Cola dynamic customers!

Best italian design



- Exquisite Italian design which allows to valorize any context.



- Compact overall dimensions and small footprint.



- Refined lines, modern look and feel.



- Laser cut stainless steel panels with illuminated embossed logo.



- Illuminated edges.



- Elegant details.

Engaging Software

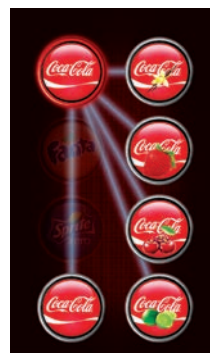
User interface



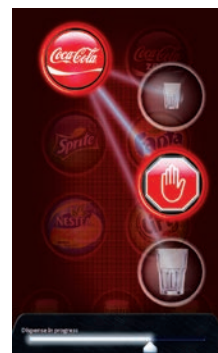
Capacitive touch screen technology



Drink brand selection



Flavor combination



Cup size selection

Setting & Maintenance functions



Main menu



Language settings



Brix setting



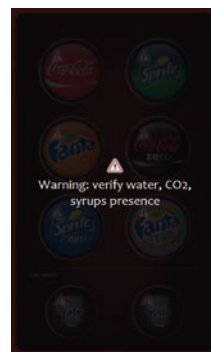
Dispensing selection: push mode or 3 programmable cup sizes



Semiautomatic sanitation procedure



BIB level control and empty bib detection



CO₂ and H₂O pressure detection



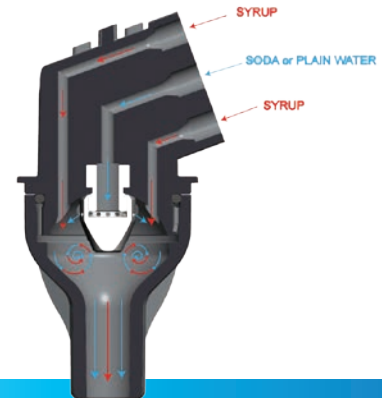
Sales statistics control



The software can be adapted upon specific requests.

Celli Multivalve Technology

- Mixing chamber
- Stainless steel flow control for consistent ratio stability
- Designed to dispense juices with pulp
- System to avoid cross contamination on syrups and flavors
- Developed in exclusive partnership with Parker Hannifin
- Patent pending



Wide choice among a wide range of soda or still soft drinks

12 soft drink syrups or 8 soft drink syrups
+
max 4 flavors 1 soda, 1 still water

Combination with multiple flavors

up to 40 different
options in one tower

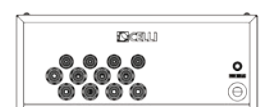
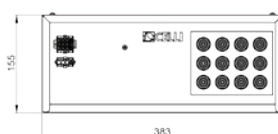
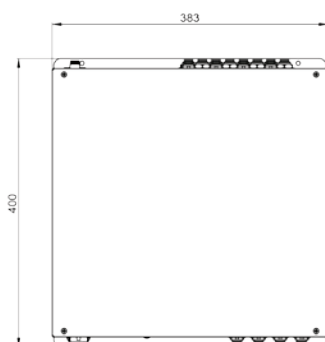
Electronic and Hydraulic box

Hydraulic and electronic parts in a very compact box

- Syrup solenoids with flow control
- Control box
- Transformer
- In/out ports
- Flavor flow regulators



The electronic box can be accommodated under the counter closed to the tower

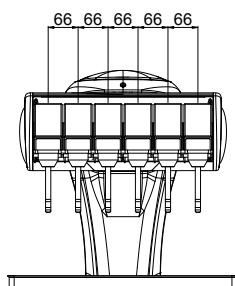
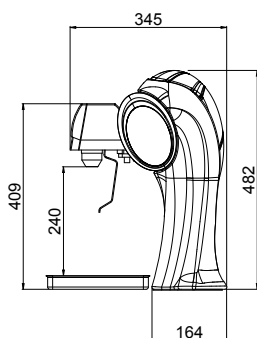
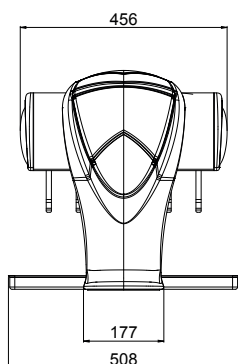


Polar



Body in ecofriendly
vitreous material

Broad eye-catching
display



AVAILABLE WITH
3,4,6,8 VALVES

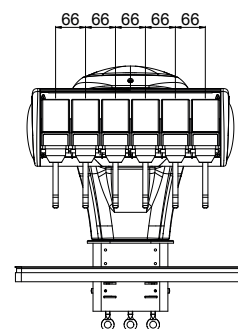
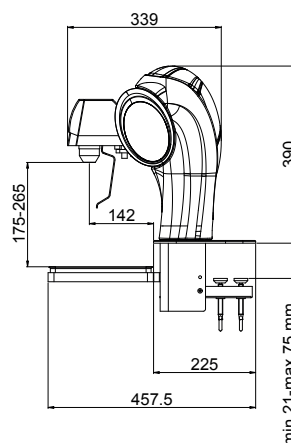
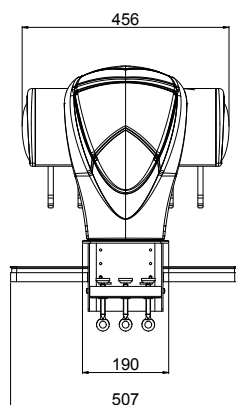
Polar

with clamp



Body in ecofriendly vitreous material

Brand logo
on all 4 sides



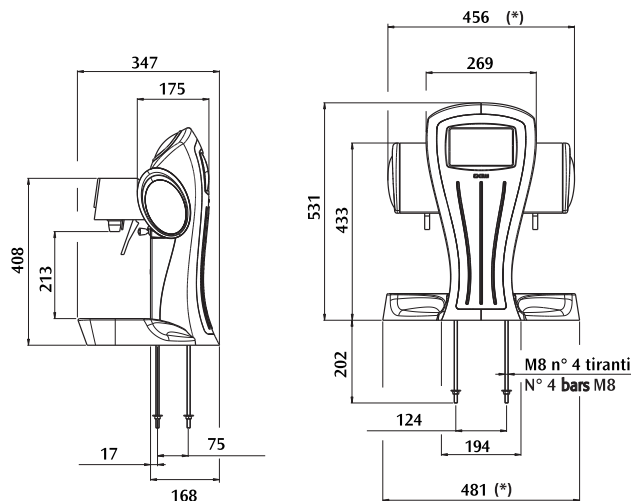
**AVAILABLE IN
CLAMP FIX VERSION**

Prestige



**ALSO AVAILABLE
WITH LCD DISPLAY**

**AVAILABLE WITH
4,6,8 VALVES**



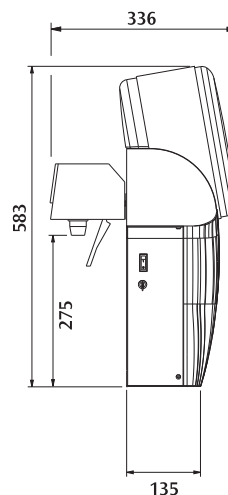
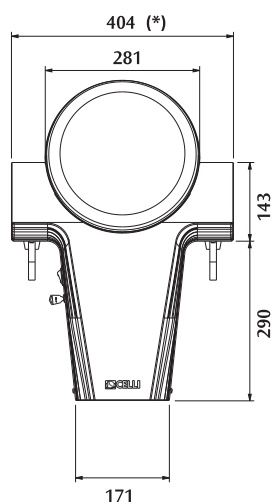
(*) 4 valves version: 326 mm
Drip Tray 350 mm)
8 valves version: 588 mm
(Drip Tray 615 mm)

Always



**AVAILABLE WITH
4,6,8 VALVES**

(*) 4 valves version: 328 mm
8 valves version: 536 mm

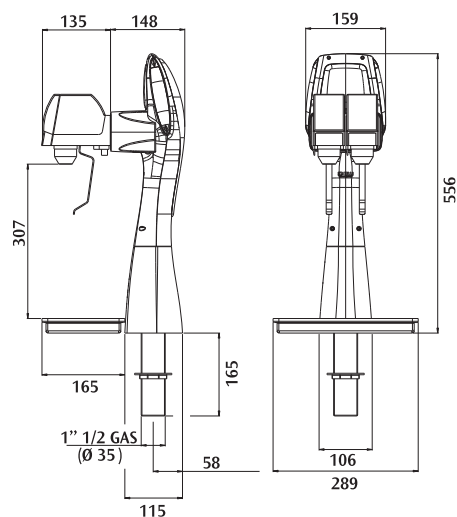


Flexa-star

post-mix



**FLEXA STAR 2 VALVES
+ COUNTER FIX**



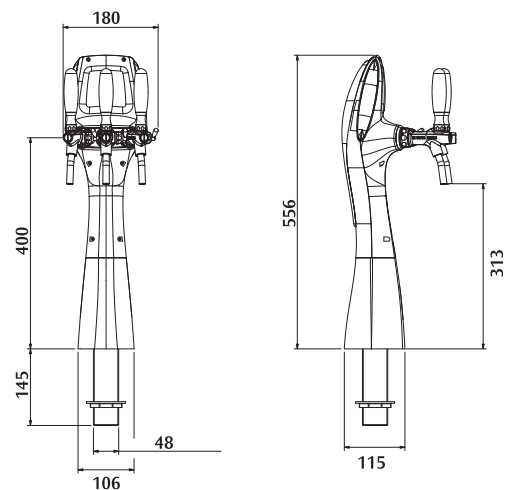
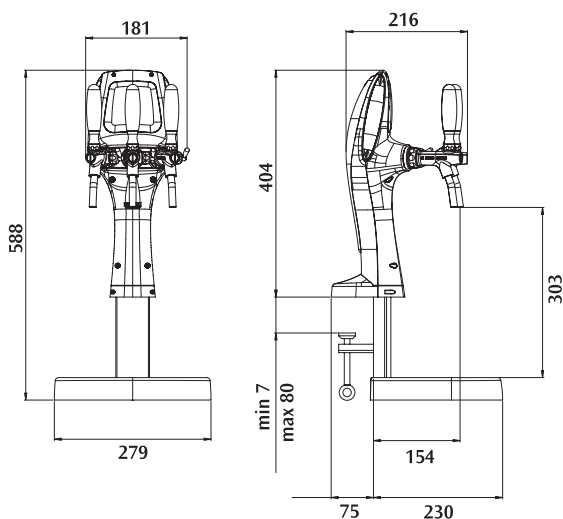
Flexa-star

pre-mix



**FLEXA STAR 3 TAPS
+ DRIP TRAY CLAMP FIX**

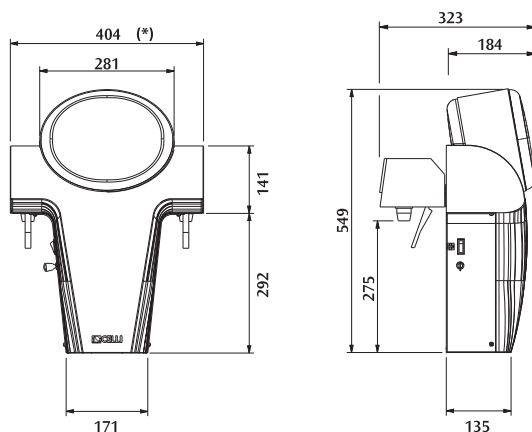
**FLEXA STAR 3 TAPS
+ DRIP TRAY COUNTER FIX**



Dynamic



**AVAILABLE WITH
4,6,8 VALVES**

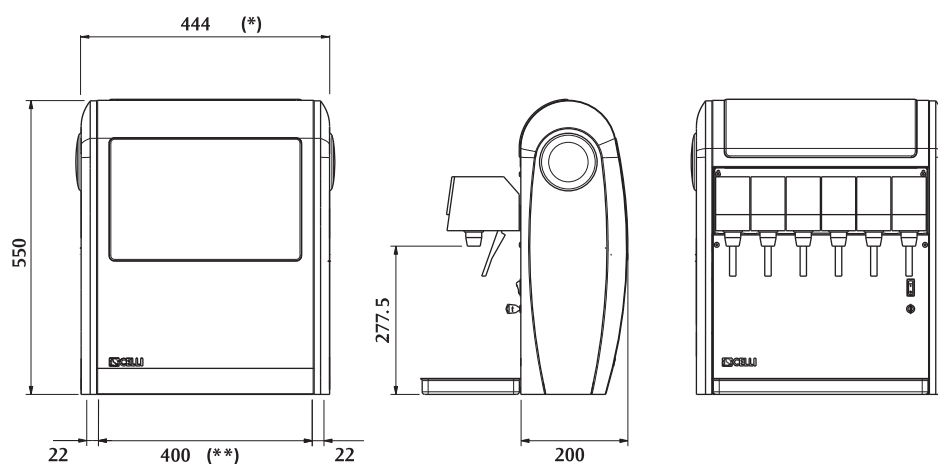


(*) 4 valves version: 330 mm
8 valves version: 536 mm

Elite



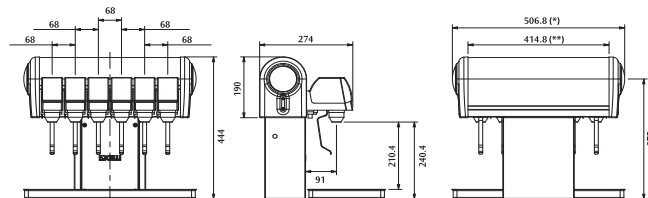
**AVAILABLE WITH
4,6,8 VALVES**



(*) 4 valves version: 314 mm
8 valves version: 579 mm

(**) 4 valves version: 270 mm
8 valves version: 535 mm

Adria



**AVAILABLE
PRE-MIX / POST-MIX**

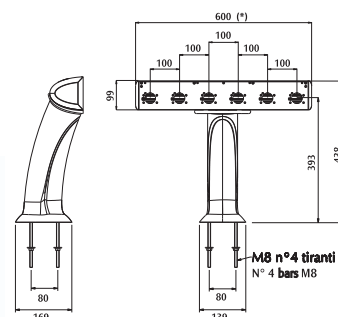
**AVAILABLE WITH
4,6,8 VALVES**

(*) 4 valves version: 370.8 mm
8 valves version: 642.8 mm

(**) 4 valves version: 278.8 mm
8 valves version: 550.8 mm



Sector



**AVAILABLE
PRE-MIX / POST-MIX**

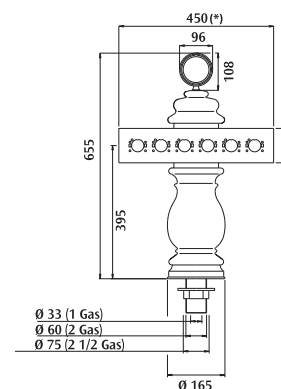
**AVAILABLE WITH
3,4,5,8 VALVES**

(*) 3 valves version: 300 mm
4 valves version: 400 mm
5 valves version: 500 mm
8 valves version: 776 mm

Barocco



(*) INCLUDES
NON SHAPED DRIP TRAY



**AVAILABLE WITH
4,6,8 VALVES**

(*) 4 valves version: 310 mm
8 valves version: 600 mm

Joy

Best-in-class green overcounter



*Top-level technology
in an easy-to-use dispenser*

*Exclusive design
for maximum brand enhancement*

*A wide range of
configurations to meet any need*

The Joy range is the ideal answer to the maximum standards of beverage groups.

Celli developed an extremely innovative postmix overcounter, which meets the highest needs of major beverage groups. The Joy range was engineered with a top-level technology for an excellent performance and low energy consumption. Joy is the most successful way to surf the ecological wave thanks to energy-saving solutions and the eco-friendly cooling gas.

With a comprehensive range of configurations, the Joy range ensures utmost flexibility without compromises in terms of best Italian design: exquisite lines and eye-catching areas for a unique, inimitable style.

Joy range

Best-in-class green overcounter



Environmental Sustainability

The Joy range is focused on environmental awareness.

Energy-saving solutions based on eco-friendly cooling gases are the most successful way to surf the ecological wave.

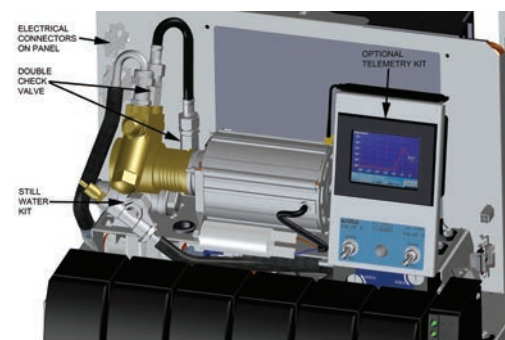


Easy Maintenance & High Performance

The Joy range was engineered for smart maintenance and easy installation.

Key components are “Made in Italy”, ensuring high performance and the quality and reliability of our countertop units.

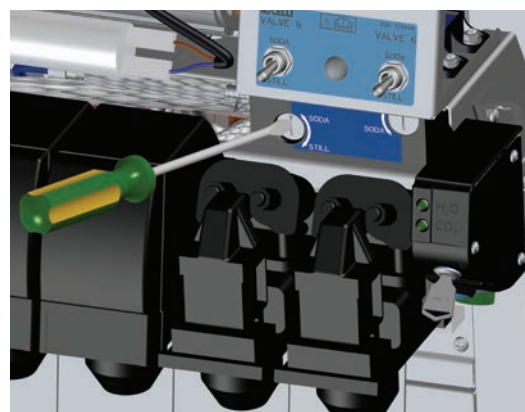
The still water kit ensures consistent quality of the dispensed drinks.



Smart Flexibility

A complete range of configurations ensures utmost flexibility.

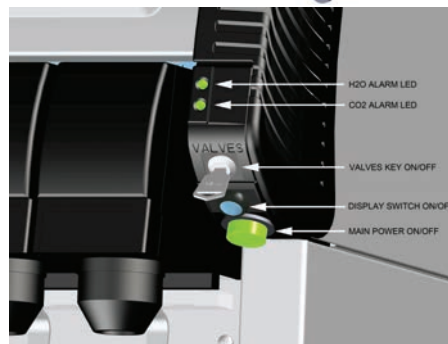
The new flexi flow system and the still water kit allows to immediately switch from dispensing a carbonated drink to a non carbonated drink whilst maintaining consistent water pressure, ensuring high quality beverages.





Excellent Protection

Control system optimization to prevent cooler malfunctioning ensure experience according to Celli's philosophy and beverage quality.



Powerful Branding

Celli is your best partner to strengthen your brand for a powerful communication action. The new Joy range was designed to enhance your brand with eye-catching customized areas and powerful lighting.



Strategic Intelligence

In order to support sales & marketing decision makers, Celli created a Telemetry System capable to provide important data assets. Telemetry also optimizes dispenser efficiency, alerting users to malfunction risks and preventing breakdowns.



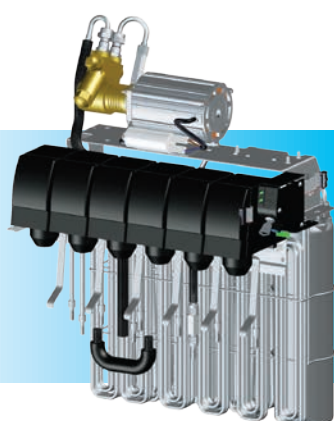
Joy range

Best-in-class green overcounter

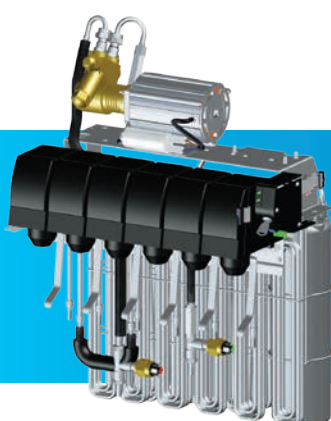
A complete range of configurations to meet any need

	EASY	EASY LED	PROTECTION	FLEXI*	TELEMETRY*
SMART FLEXIBILITY flexi flow still water kit	X	X	X	✓	✓
EXCELLENT PROTECTION pressure switches	X	X	✓	✓	✓
STRATEGIC INTELLIGENCE telemetry	X	X	X	X	✓
POWERFUL BRANDING front LED illumination	X	✓	✓	✓	✓
Magnetic Branding	OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL

* joy 20 not included



EASY



PROTECTION



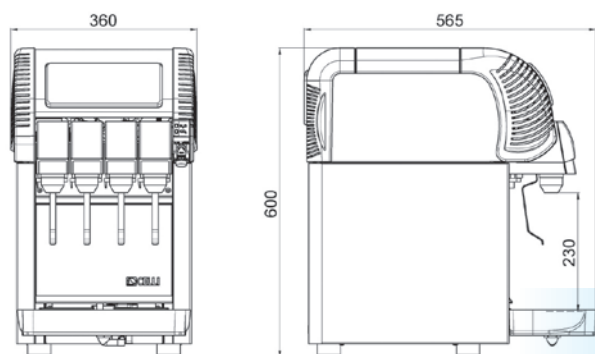
FLEXI



TELEMETRY

Joy 20

Technical Sheet

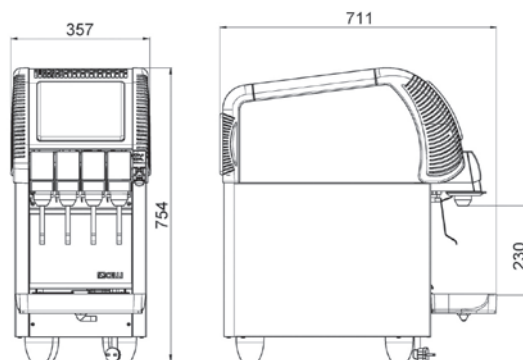


TANK CAPACITY: 17 L
 ICE BANK: 6 KG = 13,23 LBS
 COMPRESSOR: MS
 COOLING CAPACITY: 401 W
 REFRIGERANT: R744 (CO₂) OR R134a
 CARBONATION PUMP: 300 L/H
 CARBONATOR TOTAL VOLUME: 700 CC
 HOUSING MATERIAL: STAINLESS STEEL
 COIL MATERIAL: STAINLESS STEEL AISI 304
 (PICKLED AND PASSIVATED)

N° OF VALVES: 4
 DIMENSIONS (L X W X H): 565 X 360 X 600 MM
 22.24 X 14.17 X 23.62 INCH
 PRODUCT WEIGHT: 39 KG = 85,98 LBS
 BOX DIMENSIONS: 710 X 510 X 650 MM
 27.95 X 20.07 X 25.59 INCH
 ELECTRICAL RATING: 230 V/50 HZ
 POWER INPUT: 410 W

Joy 30

Technical Sheet



Coca-Cola Performance Specifications



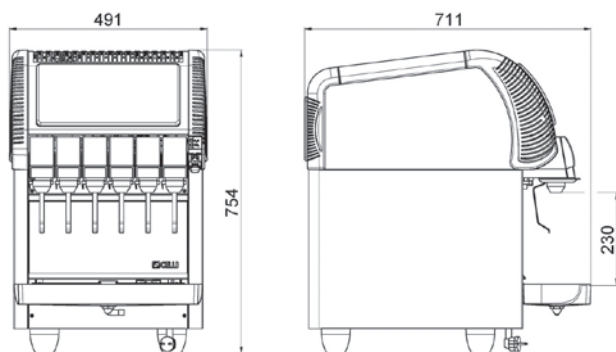
"D" CONDITION	105°F (40,5°C) 75% HUM
"C" CONDITION	90°F (32°C) 65% HUM
"B" CONDITION	75°F (24°C) 45% HUM

TANK CAPACITY: **28 L**
 ICE BANK: **9 KG = 19,84 LBS**
 COMPRESSOR: **S**
 COOLING CAPACITY: **660 W**
 REFRIGERANT: **R744 (CO₂) OR R134a**
 CARBONATION PUMP: **300 L/H**
 CARBONATOR TOTAL VOLUME: **1800 CC**
 BACKLIT LOGO: **OPTIONAL**
 HOUSING MATERIAL: **STAINLESS STEEL**

COIL MATERIAL: **STAINLESS STEEL AISI 304**
 (PICKLED AND PASSIVATED)
 N° OF VALVES: **4**
 DIMENSIONS (L X W X H): **711 X 357 X 754 MM**
 27.99 X 14.07 X 29.68 INCH
 PRODUCT WEIGHT: **50 KG = 110,23 LBS**
 BOX DIMENSIONS: **800 X 450 X 785 MM**
 31.49 X 17.71 X 30.90 INCH
 ELECTRICAL RATING: **230 V/50 HZ**
 POWER INPUT: **830 W**

Joy 50

Technical Sheet



Coca-Cola Performance Specifications

"D" CONDITION	105°F (40,5°C) 75% HUM
"C" CONDITION	90°F (32°C) 65% HUM
"B" CONDITION	75°F (24°C) 45% HUM

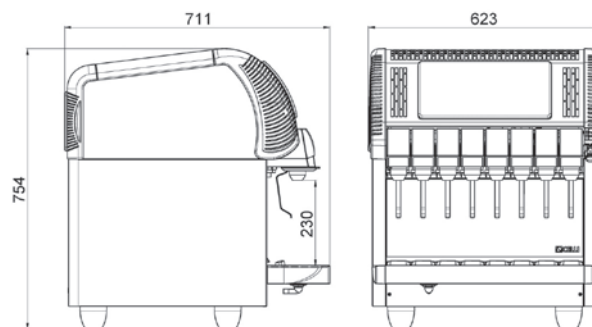


TANK CAPACITY: 45 L
 ICE BANK: 12 KG = 26,45 LBS
 COMPRESSOR: M
 COOLING CAPACITY: 930 W
 REFRIGERANT: R744 (CO₂) OR R134a
 CARBONATION PUMP: 300 L/H
 CARBONATOR TOTAL VOLUME: 1800 CC
 HOUSING MATERIAL: STAINLESS STEEL
 COIL MATERIAL: STAINLESS STEEL AISI 304
 (PICKLED AND PASSIVATED)

N° OF VALVES: 6
 DIMENSIONS (L X W X H): 711 X 491 X 754 MM
 27.99 X 19.33 X 29.68 INCH
 PRODUCT WEIGHT: 66 KG = 145,50 LBS
 BOX DIMENSIONS: 800 X 590 X 785 MM
 31.49 X 23.22 X 30.90 INCH
 ELECTRICAL RATING: 230 V/50 HZ
 POWER INPUT: 910 W

Joy 65

Technical Sheet



TANK CAPACITY: **59 L**
 ICE BANK: **19,8 KG = 43,76 LBS**
 COMPRESSOR: **L**
 COOLING CAPACITY: **1287 W**
 REFRIGERANT: **R744 (CO₂) OR R134a**
 CARBONATION PUMP: **300 L/H**
 CARBONATOR TOTAL VOLUME: **1800 CC**
 HOUSING MATERIAL: **STAINLESS STEEL**

COIL MATERIAL: **STAINLESS STEEL AISI 304
(PICKLED AND PASSIVATED)**
 N° OF VALVES: **8**
 DIMENSIONS (L X W X H): **711 X 623 X 754 MM
27.99 X 24.53 X 29.68 INCH**
 PRODUCT WEIGHT: **83 KG = 182,98 LBS**
 ELECTRICAL RATING: **230 V/50 HZ**
 POWER INPUT: **930 W**

Smart

the ultimate solution for
low-volume premises



The most compact

The most affordable

*Great design for a superb
drinking experience!*

The R&D department of CELLI leveraged on its 40-year experience to develop a post-mix countertop equipment to address the needs of low-volume premises: compact footprint and affordable price.

With its limited bulk, it is the smallest of its category. Easy operation, minimal size, minimized TCO make SMART the best solution for low-volume premises to enjoy all the benefits of the fountain business.

Well-balanced lines and proportions characterize the smallest Celli equipment as a nice-looking and functional object, suited for premises with limited available space.

Eye-catching red Coca-Cola housing and brand valorization with the backlit logo that stands out harmoniously against the front and sticker magnets.

Care for the environment is crucial also for such a small-sized equipment, which features a 30-mm HFC-free CO₂ polyurethane foam tank insulation to reduce heat dispersion and uses an eco-friendly R744 cooling gas (CO₂).

These characteristics make the new SMART the ultimate solution for a small-sized or low-volume venues.

Smart range

the ultimate solution for low-volume premises



Brand Empowerment

- Powerful brand communication with wide customized areas
- Highly attractive side branding magnets
- Thermoformed backlit front shield
- Eye-catching red Coca-Cola housing



Design

- All-Italian design
- Modern look and feel
- Elegant lines and harmonious proportions



Performance & Consumptions

- Proven technology provides best-in-class reliability
- High-quality components
- Low energy consumption



Maintenance

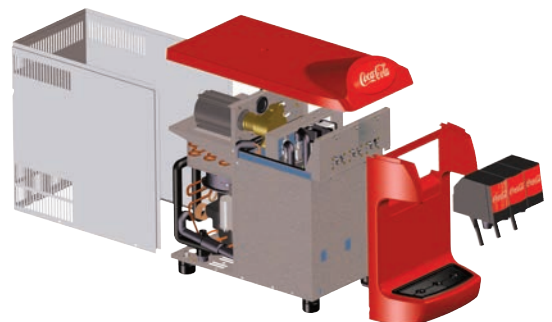
- Easily accessible refrigerating unit
- No need to disconnect the hydraulic parts or syrup pipes
- Ease of use: reduced installation time and quick access to key components



Environment

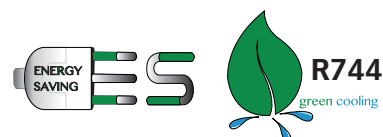
GREAT CARE FOR THE ENVIRONMENT
WITHOUT COMPROMISES ON PERFORMANCE

- Environment-friendly thanks to the R744 cooling gas
- Energy-saving solutions
- 30-mm HFC-free tank insulation to reduce heat loss



Smart

Technical Sheet

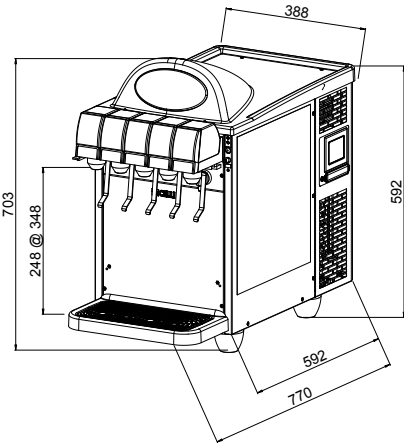


TANK CAPACITY: 7 L
 ICE BANK: 4,5 KG = 9 LBS
 COMPRESSOR: MS
 COOLING CAPACITY: 300 W
 REFRIGERANT: R744
 CARBONATION PUMP: 200 L/H
 CARBONATOR TOTAL VOLUME:..... 700 CC
 BACKLIT LOGO..... YES

HOUSING MATERIAL: STAINLESS STEEL
 COIL MATERIAL: AISI 304
 N° OF VALVES: 3
 BOX DIMENSIONS (L X W X H): 760 X 455 X 625 MM
 29.92 X 17.91 X 24.60 INCH
 PRODUCT WEIGHT: 39 KG = 85,98 LBS
 ELECTRICAL RATING: 230 V/50 HZ
 POWER INPUT: 250 W

Polo 30

Technical Sheet



FRONT PANEL WITH ILLUMINATED BRANDING

AVAILABLE ALSO IN PRE-MIX VERSION

LARGE ICE BANK CAPACITY

MAXIMUM EFFICIENCY

BEST VALUE FOR MONEY

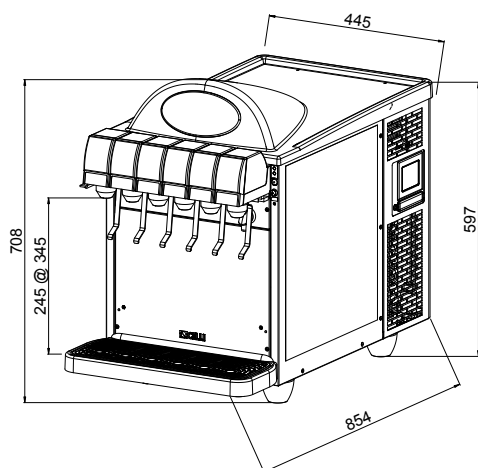
TANK CAPACITY: 25 L
ICE BANK: 12 KG = 26,45 LBS
COMPRESSOR: 1/3 HP
COOLING CAPACITY: 625 W
REFRIGERANT: R744 (CO₂) OR R134a
CARBONATION PUMP: 400 L/H
CARBONATION PUMP MOTOR: 250 W
CARBONATOR TOTAL VOLUME: 1800 CC
BACKLIT LOGO: YES
HOUSING MATERIAL: STAINLESS STEEL

COIL MATERIAL: STAINLESS STEEL AISI 304
(PICKLED AND PASSIVATED)
MAX N° OF SYRUPS COILS..... 5
DIMENSIONS (L X W X H): 667 X 454 X 696 MM
26.25 X 17.87 X 27.40 INCH
PRODUCT WEIGHT: 46 KG = 101,41 LBS
BOX DIMENSIONS: 765 X 383 X 587 MM
30.11 X 15.07 X 23.11 INCH
ELECTRICAL RATING: 230 V/50 HZ
POWER INPUT: 360 W



Polo 50

Technical Sheet



FRONT PANEL WITH ILLUMINATED BRANDING

AVAILABLE ALSO IN PRE-MIX VERSION

LARGE ICE BANK CAPACITY

MAXIMUM EFFICIENCY

BEST VALUE FOR MONEY

TANK CAPACITY: 45 L
 ICE BANK: 20 KG = 44,09 LBS
 COMPRESSOR: 1/2 HP
 COOLING CAPACITY: 849 W
 REFRIGERANT: R744 (CO₂) OR R134a
 CARBONATION PUMP: 300 L/H
 CARBONATION PUMP MOTOR: 180 W
 CARBONATOR TOTAL VOLUME: 1800 CC
 BACKLIT LOGO: YES
 HOUSING MATERIAL: STAINLESS STEEL

COIL MATERIAL: STAINLESS STEEL AISI 304
 (PICKLED AND PASSIVATED)
 MAX N° OF SYRUPS COILS: 6
 DIMENSIONS (L X W X H): 755 X 510 X 700 MM
 29.72 X 20.07 X 27.55 INCH
 PRODUCT WEIGHT: 60 KG = 132,27 LBS
 BOX DIMENSIONS: 856 X 440 X 600 MM
 33.70 X 17.32 X 23.62 INCH
 ELECTRICAL RATING: 230 V/50 HZ
 POWER INPUT: 680 W

Overcounter range



		Joy 20	Joy 30	Joy 50	Joy 65	Smart	Polo 30	Polo 50
TANK CAPACITY	L	17	28	45	59	7	25	45
ICE BANK	KG	6	9	12	19,8	4,5	12	20
	LBS	13,23	19,84	26,45	43,76	9	26,45	44,09
COMPRESSOR	HP	MS	S	M	L	MS	1/3	1/2
COOLING CAPACITY	W	401	660	930	1287	300	625	849
REFRIGERANT		R744 (CO ₂) OR R134a						
CARBONATION PUMP	L/H	300	300	300	300	200	400	300
CARBONATION PUMP MOTOR	L/H	-	-	-	-	-	250	180
CARBONATOR TOTAL VOLUME	CC	700	1800	1800	1800	700	1800	1800
BACKLIT LOGO		-	-	-	-	YES	YES	YES
HOUSING MATERIAL		STAINLESS STEEL						
COILS MATERIAL		STAINLESS STEEL AISI 304 (PICKLED AND PASSIVATED)						
N° OF VALVES		4	4	6	8	3	5	6
DIMENSIONS (L X W X H)	MM	565x360x600	711x357x754	711x491x754	711x623x754	-	667x454x696	755x510x700
	INCH	22.24x14.17x23.62	27.99x14.07x29.68	27.99x19.33x29.68	27.99x24.53x29.68	-	26.25x17.87x27.40	29.72x20.07x27.55
PRODUCT WEIGHT	KG	39	50	66	83	39	46	60
	LBS	85,98	110,23	145,50	182,98	85,98	101,41	132,27
BOX DIMENSIONS (L X W X H)	MM	710x510x650	800x450x785	800x590x785	-	760x455x625	765x383x587	856x440x600
	INCH	27.95x20.07x25.59	31.49x17.71x30.90	31.49x23.22x30.90	-	29.92x17.91x24.60	30.11x15.07x23.11	33.70x17.32x23.62
ELECTRICAL RATING	V/HZ	230/50	230/50	230/50	230/50	230/50	230/50	230/50
POWER INPUT	W	410	830	910	930	250	360	680

Ideal

the ideal weapon
for your global accounts



Consistent reliability

High performance

Minimized TCO

The Ideal range was designed to satisfy the highest standards of beverage groups.

Major beverage groups seek reliability, easy installation, and low consumptions in their equipment to minimize the total cost of ownership without compromises in terms of performance.

The Ideal range is equipped with long-life and low consumption components, design solutions that allow easy installation and maintenance, as well as the telemetry technology for strategic equipment operation.

Ideal range

the ideal weapon for your global accounts



Energy consumption & Environment

The Ideal range is focused on environmental awareness. Energy-saving solutions based on eco-friendly cooling gases are the most successful way to surf the ecological wave.



Excellent Performance

Celli always guarantees high-quality materials. The Ideal range meets the performance specifications of Coca-Cola at very demanding ambient conditions: 40,5 °C and 75% HUM.



Maintenance & Protection

The Ideal range was engineered for smart maintenance and easy servicing thanks to components standardization. Its control system (H₂O and CO₂ pressure alarms) was optimized to prevent cooler malfunctions and ensure the best drinking experience.

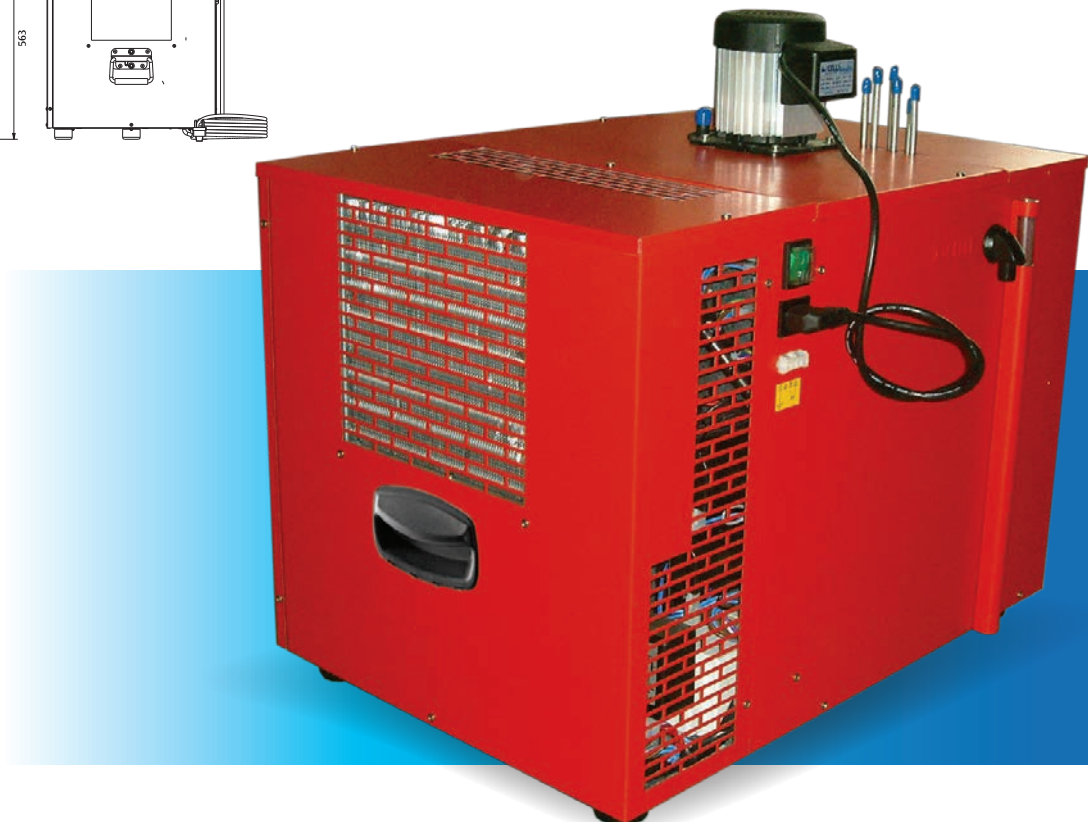
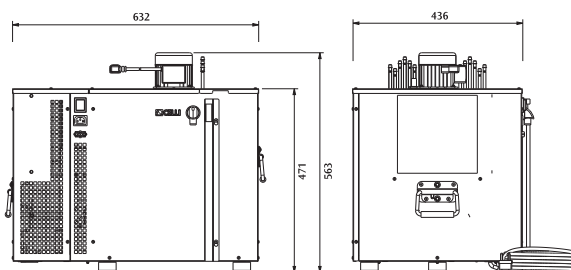


Strategic Intelligence

In order to support sales & marketing decision makers, Celli created a Telemetry System capable to provide important data assets. Telemetry also optimizes dispenser efficiency, alerting users to malfunction risks and preventing breakdowns.

Ideal 30 pre-mix

Technical Sheet



AVAILABLE WITH R744 (CO₂) REFRIGERANT GAS

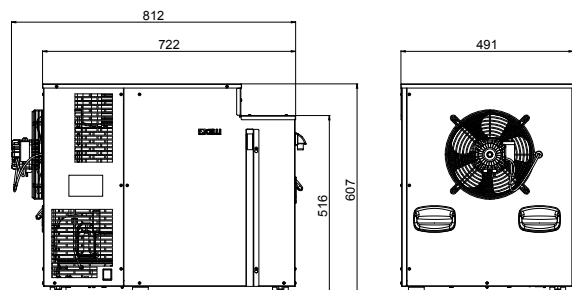


TANK CAPACITY: **31 L**
 ICE BANK: **13 KG = 28,66 LBS**
 COMPRESSOR: **S**
 COOLING CAPACITY: **660 W**
 REFRIGERANT: **R744 (CO₂)**
 HOUSING MATERIAL: **SKIN PLATE**

COIL MATERIAL: **STAINLESS STEEL AISI 304**
(PICKLED AND PASSIVATED)
 N° OF COILS: **6**
 ELECTRICAL RATING: **230 V/50 HZ**
 POWER INPUT: **600 W**

Ideal 60 pre-mix

Technical Sheet



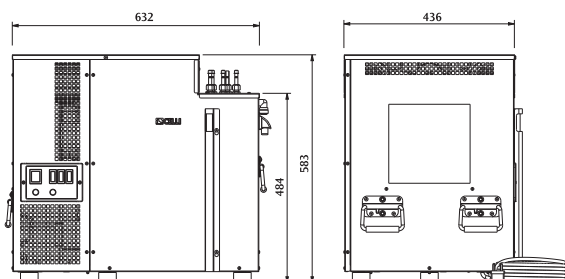
**AVAILABLE WITH R744 (CO₂)
REFRIGERANT GAS**

TANK CAPACITY: **45 L**
ICE BANK: **20 KG = 44,09 LBS**
COMPRESSOR: **M**
COOLING CAPACITY: **930 W**
REFRIGERANT: **R744 (CO₂)**
HOUSING MATERIAL: **SKIN PLATE**

COIL MATERIAL: **STAINLESS STEEL AISI 304
(PICKLED AND PASSIVATED)**
N° OF COILS: **6**
ELECTRICAL RATING: **230 V/50 HZ**
POWER INPUT: **890 W**

Ideal 30 post-mix

Technical Sheet



**AVAILABLE WITH R744 (CO₂)
REFRIGERANT GAS**



Coca-Cola Performance Specifications

"D" CONDITION	105°F (40,5°C) 75% HUM
"C" CONDITION	90°F (32°C) 65% HUM
"B" CONDITION	75°F (24°C) 45% HUM

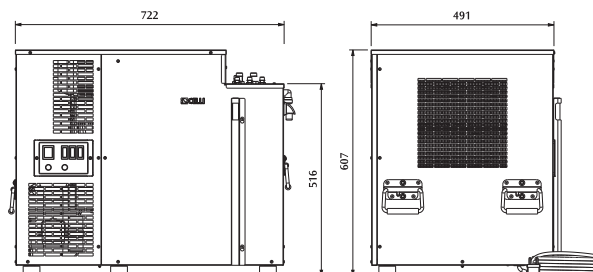


TANK CAPACITY: **30 L**
 ICE BANK: **13 KG = 28,66 LBS**
 COMPRESSOR: **S**
 COOLING CAPACITY: **660 W**
 REFRIGERANT: **R744 (CO₂)**
 CARBONATION PUMP: **400 L/H**
 SODA RECIRCULATION PUMP: **300 L/H**

CARBONATOR TOTAL VOLUME: **1800 CC**
 HOUSING MATERIAL: **SKIN PLATE**
 COIL MATERIAL: **STAINLESS STEEL AISI 304**
 (PICKLED AND PASSIVATED)
 N° OF COILS: **6**
 ELECTRICAL RATING: **230 V/50 HZ**
 POWER INPUT: **1300 W**

Ideal 60 post-mix

Technical Sheet



**AVAILABLE WITH R744 (CO₂)
REFRIGERANT GAS**



Coca-Cola Performance Specifications



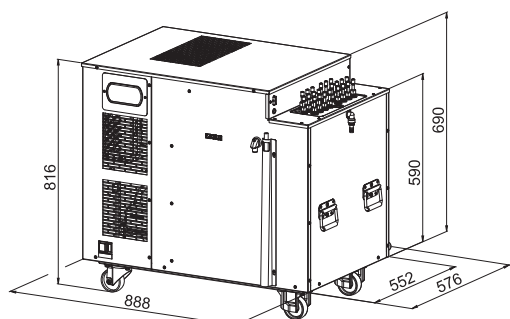
"D" CONDITION	105°F (40,5°C) 75% HUM
"C" CONDITION	90°F (32°C) 65% HUM
"B" CONDITION	75°F (24°C) 45% HUM

TANK CAPACITY: **46 L**
ICE BANK: **20 KG = 44,09 LBS**
COMPRESSOR: **M**
COOLING CAPACITY: **930 W**
REFRIGERANT: **R744 (CO₂)**
CARBONATION PUMP: **400 L/H**
SODA RECIRCULATION PUMP: **300 L/H**

CARBONATOR TOTAL VOLUME: **2262 CC**
HOUSING MATERIAL: **SKIN PLATE**
COIL MATERIAL: **STAINLESS STEEL AISI 304**
(PICKLED AND PASSIVATED)
N° OF COILS: **6-8**
ELECTRICAL RATING: **230 V/50 HZ**
POWER INPUT: **1450 W**

Ideal 90 post-mix

Technical Sheet



AVAILABLE WITH R744 (CO₂) REFRIGERANT GAS

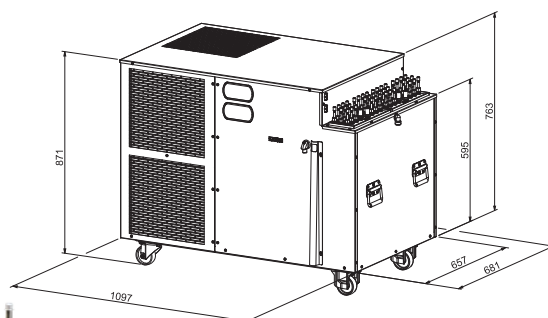


TANK CAPACITY: **92,5 L**
ICE BANK: **39 KG = 85,98 LBS**
COMPRESSOR: **L**
COOLING CAPACITY: **2213 W**
REFRIGERANT: **R744 (CO₂)**
CARBONATION PUMP: **400 L/H**

SODA RECIRCULATION PUMP: **300 L/H**
CARBONATOR TOTAL VOLUME: **3500 CC**
HOUSING MATERIAL: **SKIN PLATE**
COIL MATERIAL: **STAINLESS STEEL AISI 304**
(PICKLED AND PASSIVATED)
N° OF COILS: **8**

Ideal 120 post-mix

Technical Sheet



**AVAILABLE WITH R744 (CO₂)
REFRIGERANT GAS**

TANK CAPACITY:123,5 L
ICE BANK: 50 KG = 110,23 LBS
2 COMPRESSOR: L
COOLING CAPACITY: 4426 W
REFRIGERANT: R744 (CO₂)
2 CARBONATION PUMP: 400 L/H

2 SODA RECIRCULATION PUMP: 300 L/H
CARBONATOR TOTAL VOLUME: 2 X 3500 CC
HOUSING MATERIAL: SKIN PLATE
COIL MATERIAL: STAINLESS STEEL AISI 304
(PICKLED AND PASSIVATED)
N° OF COILS:16

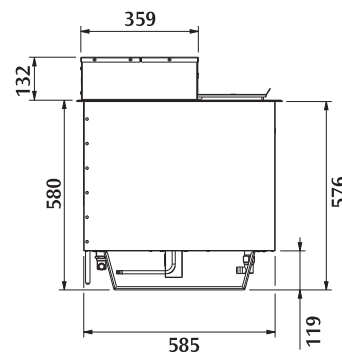
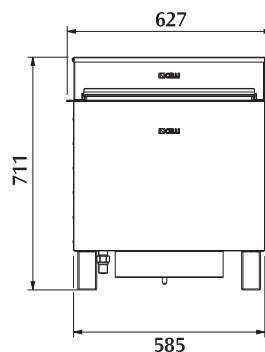
Undercounter range

Ideal 30
pre-mixIdea 60
pre-mixIdeal 30
post-mixIdeal 60
post-mixIdeal 90
post-mixIdeal 120
post-mix

TANK CAPACITY	L	31	45	30	46	92,5	123,5
ICE BANK	KG	13	20	13	20	39	50
	LBS	28,66	44,09	28,66	44,09	85,98	110,23
COMPRESSOR	HP	S	M	S	M	L	L
COOLING CAPACITY	W	660	930	660	930	2213	4426
REFRIGERANT		R744 (CO ₂) OR R134a					
CARBONATION PUMP	L/H	-	-	400	400	400	400
CARBONATION PUMP MOTOR	L/H	-	-	-	-	-	-
SODA RECIRCULATION PUMP	L/H	-	-	300	300	300	300
CARBONATOR TOTAL VOLUME	CC	-	-	1800	2262	3500	2 X 3500
HOUSING MATERIAL		SKIN PLATE					
COILS MATERIAL		STAINLESS STEEL AISI 304 (PICKLED AND PASSIVATED)					
N° OF COILS		6	6	6	6-8	8	16
DIMENSIONS (L X W X H)	MM	-	-	-	-	-	-
	INCH	-	-	-	-	-	-
PRODUCT WEIGHT	KG	-	-	-	-	-	-
	LBS	-	-	-	-	-	-
BOX DIMENSIONS (L X W X H)	MM	-	-	-	-	-	-
	INCH	-	-	-	-	-	-
ELECTRICAL RATING	V/Hz	230/50	230/50	230/50	230/50	-	-
POWER INPUT	W	600	890	1300	1450	-	-

Drop-in

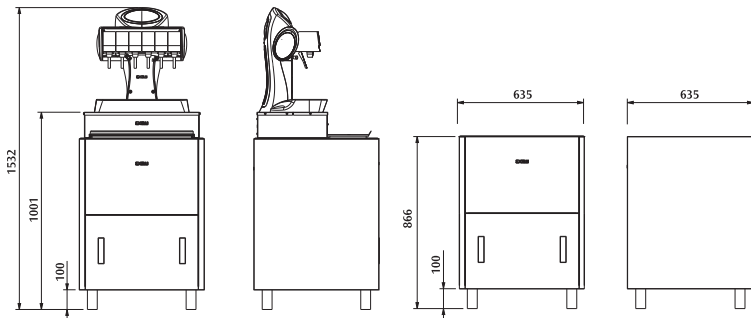
Drop-in + Freestanding + Prestige



ICE BANK: 35 KG = 77,16 LBS
 CARBONATOR TOTAL VOLUME: 2450 CC
 OPTIONAL: **EXTERNAL BOX WITH
 TRANSFORMER AND PUMPS**
 HOUSING MATERIAL: **STAINLESS STEEL**
 COIL MATERIAL: **STAINLESS STEEL AISI 304
 (PICKLED AND PASSIVATED)**
 MAX N° OF SYRUPS COILS: 8

Drop-in

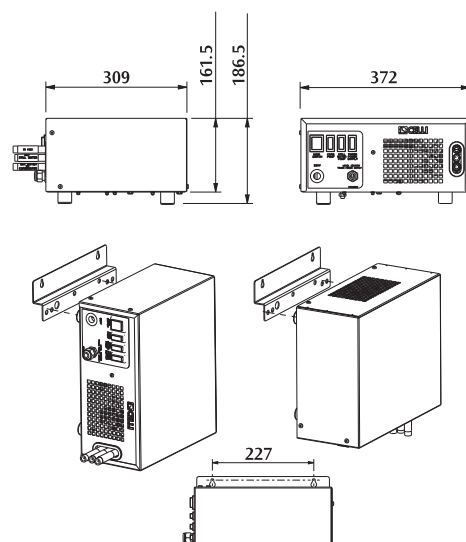
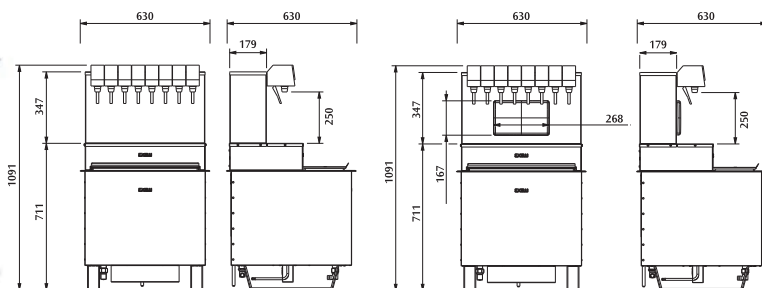
Drop-in + Prestige



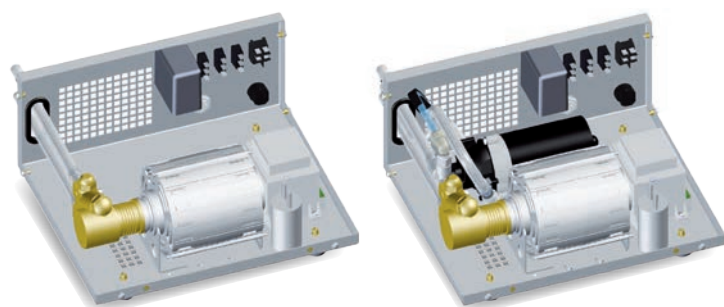
Drop-in pump box

INTEGRATED TOWERS

ALSO AVAILABLE WITH 4,6,8 VALVES WITH OR WITHOUT FRONT PANEL WITH LIGHT



ALSO AVAILABLE WALL MOUNTING OPTION



CARBONATION PUMP BOX

CARBONATION PUMP BOX
+ STILL WATER PUMP BOX

AVAILABLE WITH STILL WATER AND CARBONATED + STILL WATER

CARBONATION PUMP: 400 L/H PROCON
STILL WATER PUMP: 350 L/H
TRANSFORMER: 160 VA
HOUSING MATERIAL: SKIN PLATE OR
STAINLESS STEEL

Wunder-Bar Gun



029723

COCA-COLA POST-MIX BAR-GUN WUNDER-BAR
+ FLOW CONTROLS 4 CARBONATED DRINKS
+ 2 NON CARBONATED + SODA + STILL WATER



028890

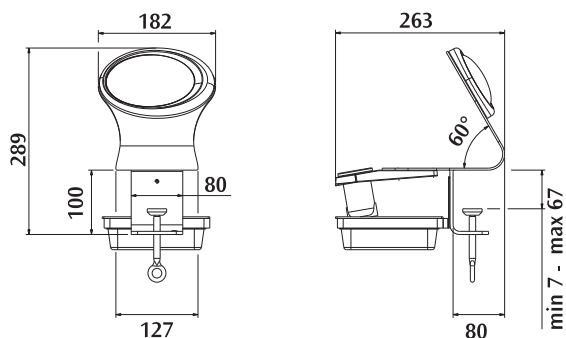
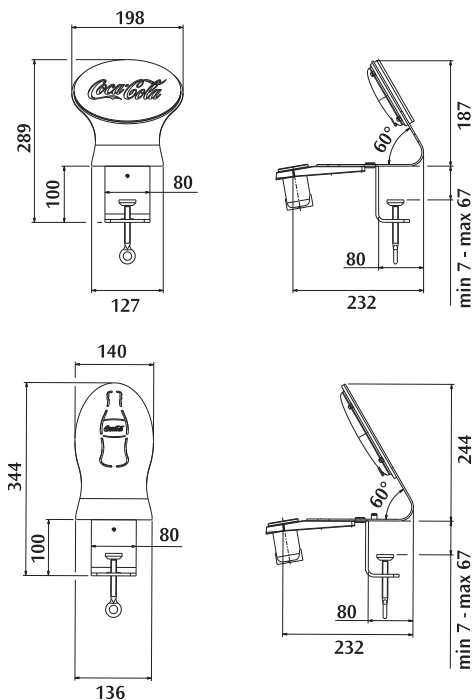
PRE-MIX BAR-GUN WUNDER-BAR WB-PMX
5 FLAVOURS FOR COCA-COLA

Bar-Gun Holders

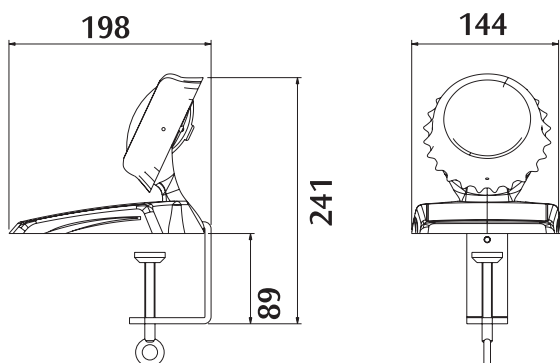


062297
ST. STEEL BAR-GUN
HOLDER MOD. ROXY

057201
ST. STEEL BAR-GUN
HOLDER MOD. CONTOUR



062299
ST. STEEL BAR-GUN
HOLDER MOD. RAY



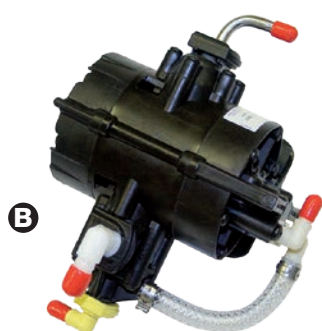
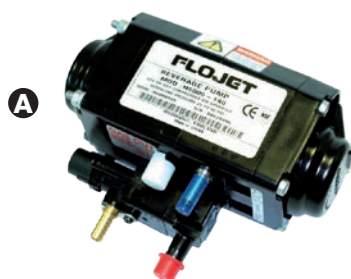
064189
MOULDED BAR-GUN
HOLDER MOD. CROWN



Accessories

SYRUP PUMPS

- A** 065276
N5000 PNEUMATIC
FLOJET PUMP
- B** 008120
PNEUMATIC
SHURFLO PUMP
LIQUID-OUT NIPPLE
IN STAINLESS STEEL
6 MM



PUMPS

- A** 001061
BRASS PROCON PUMP
300 L WITH MECHANICAL
FILTER
- B** 005318
STAINLESS STEEL
PROCON PUMP 300 L
WITHOUT MECHANICAL
FILTER
- C** 025324
ELECTRICAL WATER
SHURFLO PUMP,
BY-PASS, PRESSURE
SWITCH, J.G. FITTING 9,5
230V-50HZ



FILTERS

- A** 062558
ALUMINIUM HEAD FOR
EVERPURE FILTER F 3/8"
- B** 002967
ACTIVE CARBON 4C
FOR EVERPURE WATER
FILTER QC4-C
- C** 003144
ACTIVE CARBON
CARTRIDGE MC2 FOR
EVERPURE WATER
FILTER MC2
- D** 051593
EVERPURE FILTER + UV
LAMP 11300 / 7500 HOURS

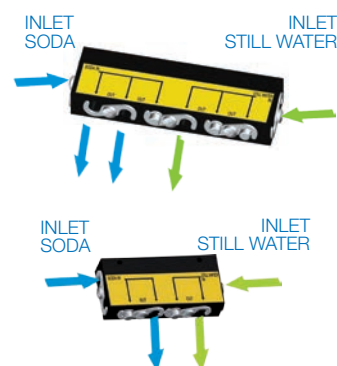


FITTINGS



WATER SWITCH

WATER SWITCH IS A SYSTEM WHICH GIVES THE POSSIBILITY OF SWITCHING FROM SODA TO STILL WATER AND VICE VERSA ON UP TO THREE VALVES. THE CONFIGURATION SWITCH CAN BE EASILY OBTAINED BY CHANGING THE OUTFLOW TUBES AND STAINLESS STEEL CAPS POSITIONS



CHANGE THE CONFIGURATION OF THE STAINLESS STEEL CAPS TO GET THE REQUIRED OUTPUT



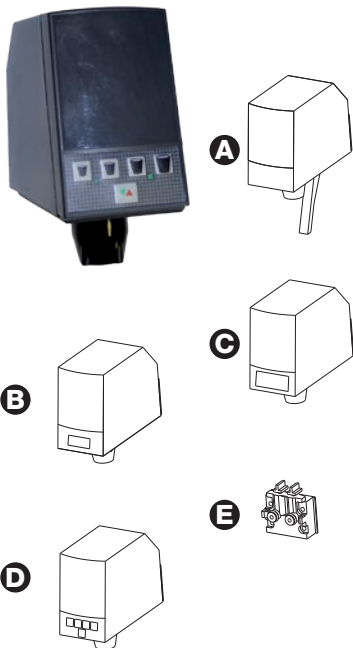
CELLI

Italian design for better drinking

Accessories

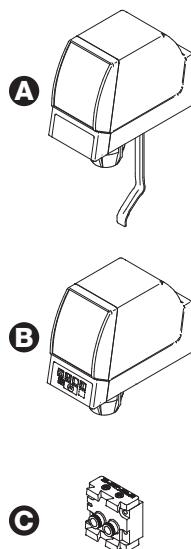
LANCER VALVES

- A** 016047
LANCER POST-MIX VALVE
ELECTRICAL WITH
FLOW-CONTROL
+BEVERAGE LEVER
- A** 019339
LANCER POST-MIX VALVE
ELECTRICAL WITH
FLOW-CONTROL
+BEVERAGE LEVER+SODA
- B** 019914
LANCER POST-MIX VALVE
ELECTRICAL WITH
FLOW-CONTROL
+PUSH BUTTON 19-0114
- C** 019915
LANCER POST-MIX VALVE
ELECTRICAL WITH
FLOW-CONTROL
+PUSH BUTTON+SODA
LEVER 19-0115
- D** 026821
LANCER PORTION CONTROL
4 PORTIONS 82-0856/01
- E** 017613
MOUNTING BLOCK LANCER
VALVE



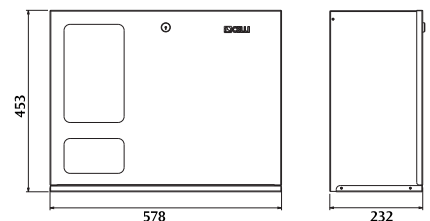
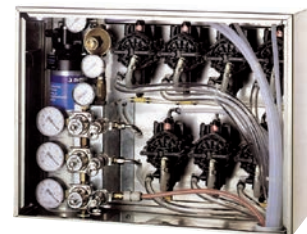
CORNELIUS VALVES

- A** 046607
UF1 CORNELIUS
VALVE ELECTRICAL WITH
FLOW-CONTROL
- B** 046585
UF1 CORNELIUS
VALVE ELECTRICAL WITH
PORTION CONTROL S-M-L
- C** 048281
MOUNTING BLOCK FOR
UF1 CORNELIUS VALVE

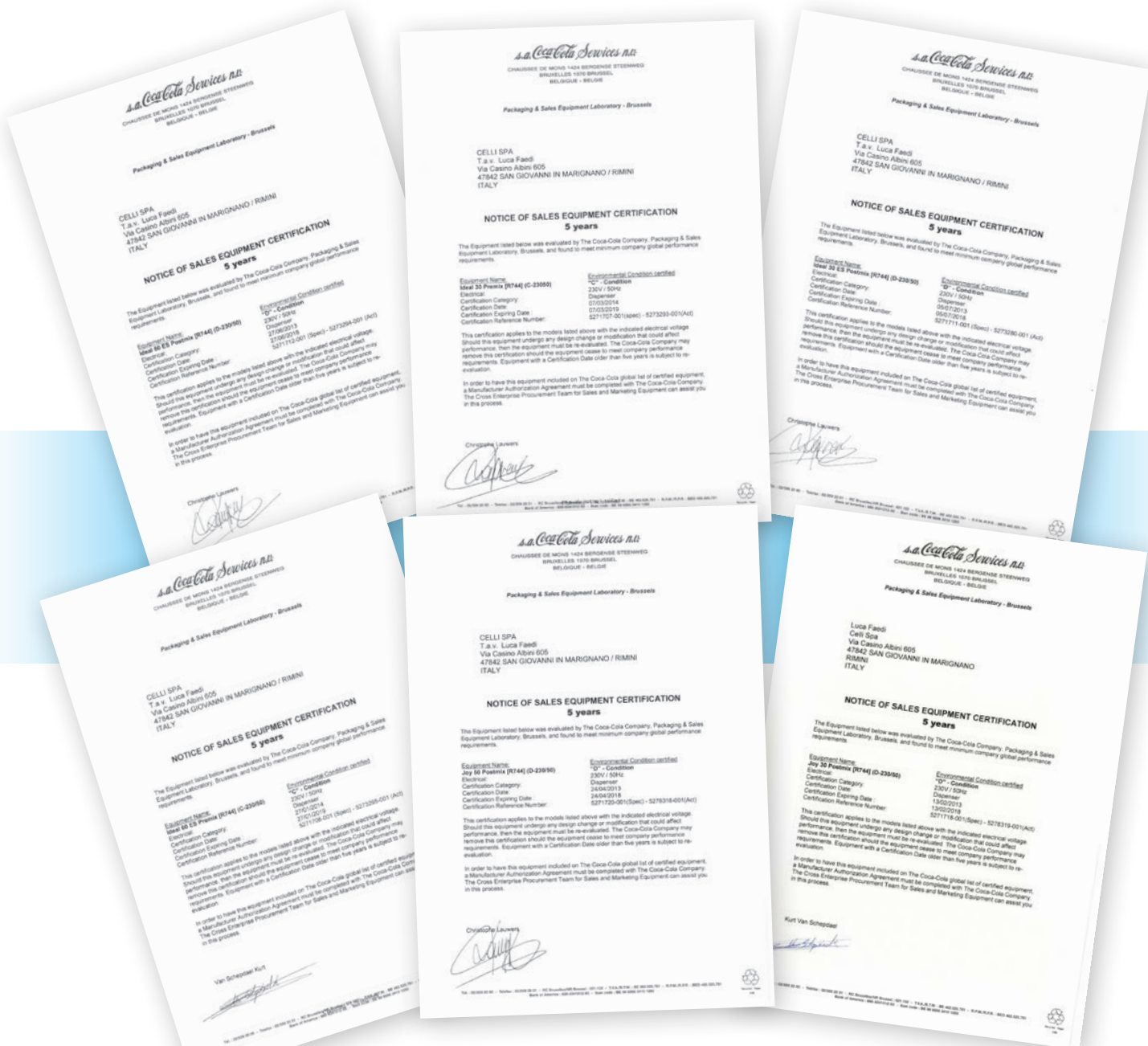


BIB INSTALLATION BOX

- 067270
INSTALLATION BOX BIB POST-MIX
COCA-COLA COMPLETE WITH:
- 7 SHURFLO PNEUMATIC PUMPS
 - 7 BAG-IN-BOX CONNECTORS
 - PRESSURE REGULATORS
(3 IN LINE)
 - H₂O SHUTOFF VALVE
 - H₂O CHECK VALVE
 - H₂O PRESSURE REGULATOR
WITH INLET PRESSURE GAGE
 - FILTER EVERPURE M4C WITH
OUTLET PRESSURE GAGE
 - JOHN GUEST FITTINGS
 - CABINET KEY
 - OTHER VERSION UPON REQUEST



Our Certifications



SINCERT



REG. N. 045
UNI EN ISO 9001: 2000 • UNI EN ISO 14001: 2004
UNI EN ISO 14021: 2012 • UNI EN ISO 22000: 2005



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