



NAFEM Show | Trend Report



The NAFEM (North American Association of Food Equipment Manufacturers) Show is held every 2 years, and features foodservice equipment and supplies from over 500 manufacturers. This year it was held at the Anaheim Convention Center, February 19–21, 2015.

The NAFEM Show attracts over 20,000 foodservice professionals, representing food service corporations, restaurant owners, operators, dealers, distributors, and designers,

As consumer tastes change and peoples' schedules grow more hectic, new ways to serve food away from home have gained traction. Commercial foodservice equipment plays a vital role in satisfying market trends for eating out.

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Key design takeaway: Do whatever it takes to delight a user where they touch / interact with your product

Touch Points



We love the use of illumination to create "wow factor", but even better when it provides information / guides the user



Best handle of the show





AJ

Absolutely magical fan and lighting controls from Viking...

Don't be afraid to use plastic on your most expensive products, just use it well!
These knobs are bold, rich and functional



An injection of color (maybe even wood?) adds warmth and character to cold stainless

Touch Points

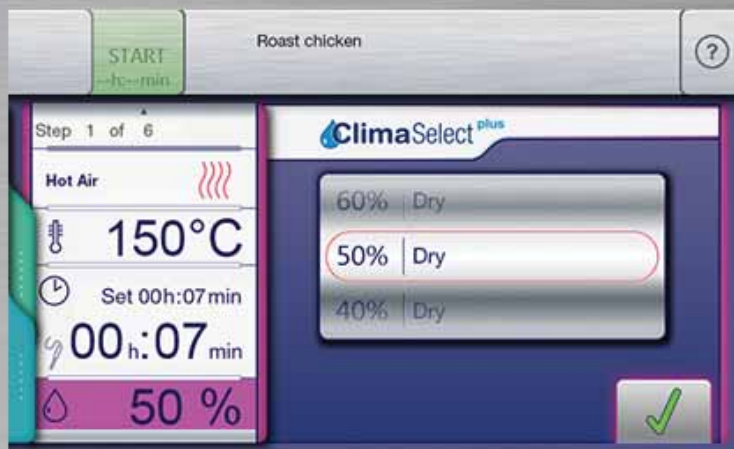




Really beautiful... intuitive use of hi-res screen makes selection of drinks easy, enjoyable and more profitable

User Interface





These multiple screens may have been set up to relay info at the show, but a brilliant idea to use discrete interfaces at key points along the length of washer

User Interface

Nice use of color, integrates UI into surrounding stainless steel





A UI that truly takes the guesswork out of cooking... Venison anyone?

Just a concept, but really effective use of color with clean, communicative graphics



User Interface





We hate when people say "It's just sheet steel, can't do much with that". Nothing could be further from the truth

These designs are true to the material's capabilities, but work within those constraints to create brand equity in eye-catching details

Designed for STEEL





Simple die-cut shapes soften even the most hard edged cube...



Or rounded, approachable forms many won't believe are fabricated from sheet material

Designed for STEEL





Polished chrome details offset brushed finish, look 2X expensive



Origami-like folds make for an iconic shape that stands apart from the competition



Consistent brand language is critical, regardless of the material used



Designed for STEEL



Beverages - coffee + espresso in particular - always seem to offer some of the best opportunities for design in this market. From boundary breaking ID to incredibly intuitive UIs, lots going on behind the barrista counter.



Caffeinated Design





Differences between "Consumer" and "Professional" are stark... Almost as if behind-the-counter machines are intended to look "training required" to justify higher priced drinks. Can understand the motivation, but we think everyone benefits from a friendly, engaging user experience.

Caffeinated Design



FOOD INSPIRING TECHNOLOG

Through understanding the interaction of food/beverage, people and equipment, we deliver an integrated approach that answers the questions customers are asking: how to reduce labor, do more with less, increase sales and revenue, keep my menu fresh and much more.



Remote control cooking -
Removable wireless UI
frees chef from standing
over the oven... interesting



The industry isn't fast-moving, but was great to see a variety of innovative, user-centered new ideas

Out-of-the-Icebox Thinking





USB Smart "key"
permits instant menu
updates



Where it all starts...
Interesting that the
production ovens lost
that brushed SS look

Out-of-the-Icebox Thinking





The iPod of beverage machines... Bkon's RAIN rethinks the way beverages are made.

Out-of-the-Icebox Thinking



THE INNOVATION BEHIND APEX 2

Through hundreds of conversations with customers, Ecolab uncovered the true needs of foodservice operators and their warewashing operations, resulting in Apex™ Warewashing program. See how Ecolab's Apex Warewashing Program offers foodservice operators maximum control over their warewashing results and total costs.



INTUITIVE COMMUNICATION

- 24/7 Data Capture, Alarms & Elevated Training Experience
- The controller captures real time data that tracks key metrics to help ensure clean wares and less rewash.
 - Monitors temperatures, alerts you if you are out of product or need a wash tank change out.



ACTIONABLE MONITORING

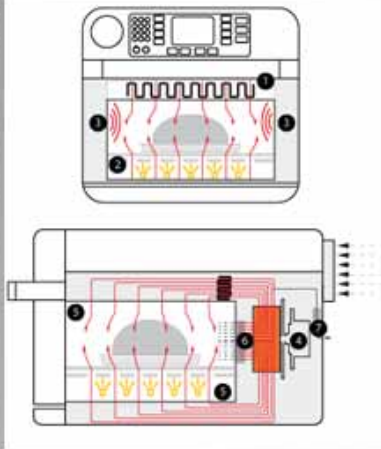
- 24/7 Data Summarized into An Easy-to-Read Dashboard Report
- Pinpoints where and when issues occur with your dishmachine.
 - Knowing what the problem is and when it occurs helps ensure cleaner dishes and less rewash.



Technology enables new business models



MODULARITY... Design / engineering strategy opens up opportunities for customization, incremental improvement and cost reduction



Advanced cooking tech hidden (intentionally?) inside a pretty bland package

Out-of-the-Icebox Thinking



PDT is a global, award-winning product design and development firm with experience in myriad industries, from medical to defense, consumer electronics and aerospace. The company's ability to cross-pollinate technologies and trends among diverse product development programs enables the team to create transformative new solutions for clients.
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