

Finspång company iPinium is going global



The iPinium CEO Stephan Forsström uses sheet metal from Sapa Heat Transfer for the production of the company's unique and successful oven trays. Sales have rocketed both in Sweden and outside of the country's borders.

When Stephan Forsström resigned from Electrolux Marine he already carried with him the vision of a revolution in the catering and restaurant business.

Today, 13 years on, his company iPinium is making waves both in Sweden and abroad.

Company in Focus

Company: iPinium AB

Business: kitchen products for large-scale kitchens and restaurants

Founded: 2000

Owner: Stephan Forsström

No of employees: 7

Website: www.ipinium.com

Stephan Forsström helped develop the product 'Tina' for Electrolux Marine. The concept consisted of a thawing cabinet which significantly reduced thawing times. Moreover, products thawed in the cabinet were comparable to fresh produce. The cabinet could also be used as a refrigerator while only taking up a tenth of the space of a normal cold store.

– The product was wonderful and truly revolutionized cooking on, for example, cruise ships where space is very scarce. But Electrolux decided to move its enterprise from Alingsås to Italy and then I felt that it was time for me to move on, says Stephan Forsström, who at the time was responsible for the marine market.

It all began in the inn kitchen

When Finspång's local inn went up for sale Stephan decided to buy it. He ran the business for six years together with his son Andreas, a trained chef.

During a trip to Germany Stephan laid eyes on an interesting grilling rack. Back in Finspång he contacted Ari Leidelöf at Sapa Heat Transfer, who helped him develop his own oven tray, similar to the grilling rack.

The vision was to create a tray with a unique aluminium alloy generating heat, which would also be very easy to clean. The tray was to save both time and money, producing juicier and tastier food while reducing cooking time in large-scale kitchen management. iPinium patented its concept in 2010.

The tray was tested in the inn kitchens with fantastic results and became the starting point for a number of innovations that today make up the iPinium product range.

A wide range

Today customers can find (among other things) trays, baking trays, grilling racks, potato bakers and egg-fryers made from the unique material. A new addition to the range is the thawing cabinet Tina, co-owned by iPinium.

The main target groups are large-scale kitchens and restaurants, but also private customers.

– It is so exciting to see how people in the business are starting to understand how our products can revolutionize their everyday lives.

When Andreas came to work for the company it meant direct contact with end users, such as municipalities and restaurant owners. This has been crucial to us, as we have received excellent feedback from, above all, Norrköping municipality. We have the pleasure of having contracts with many municipalities, among them Finspång municipality, says Stephan Forsström.

Global success

iPinium has established itself across the country and the new marketing division is creating new possibilities for increased marketing.

Since a few years back, the company exists in France and the US and also exports to Japan. Recently a visit was made to China and discussions are ongoing regarding launches in Norway, Dubai, Morocco and Qatar.

– Even though we are working internationally it is very important to me to use local companies as far as is possible. All our sheet metal comes from Sapa Heat Transfer. I also use a local printing press and advertising agency. This means that I get feedback and results swiftly and am able to control the process from start to finish.

– My dream is for our overall concept to become the norm within large-scale kitchens and the restaurant business, Stephan Forsström concludes.