



**TROMEN**<sup>®</sup>  
WE DOMINATE THE FIRES

WE GENERATE EXCLUSIVE PRODUCTS WITH  
**INNOVATION, QUALITY, AND DESIGN**

*These qualities have positioned us as market leaders  
for more than 20 years.*





We focus on ensuring product rotation, ensuring that both parties achieve sales and growth objectives.

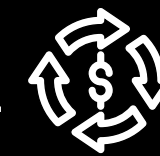
## COMPETITIVE ADVANTAGE OVER COMPETITORS



*WIDE AND VARIED  
PRODUCT PORTFOLIO*



*CONSTANT LAUNCH OF  
NEW PRODUCTS*



*COMPETITIVE PRICES FOR  
THE MARKET*



*GUARANTEED  
SATISFACTION WITH  
POST-SALES SERVICE*



*EXCLUSIVE TROMEN  
EXPERIENCE*



COMMERCIAL

# Tromen experience



We are constantly expanding, bringing the passion for fire around the world.

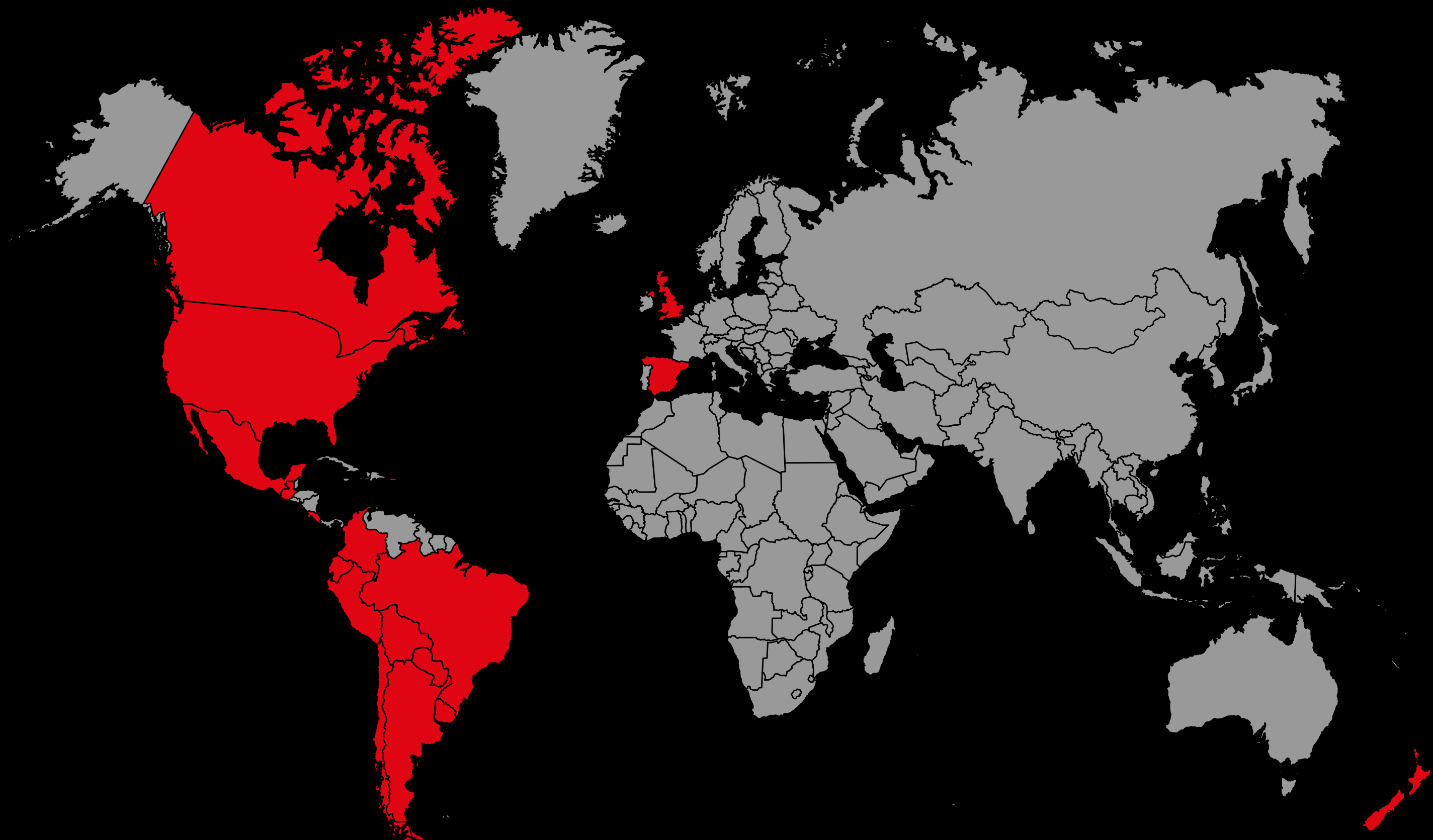


MORE THAN 3500 SALES POINTS IN ARGENTINA



PRESENT IN 17 COUNTRIES

- |            |                |
|------------|----------------|
| BOLIVIA    | MEXICO         |
| BRAZIL     | NEW ZEALAND    |
| CHILE      | PARAGUAY       |
| CANADA     | PERU           |
| COLOMBIA   | PUERTO RICO    |
| COSTA RICA | UNITED KINGDOM |
| ECUADOR    | URUGUAY        |
| SPAIN      | USA            |
| GUATEMALA  |                |



# MARKET | STRATEGY AND BENEFITS

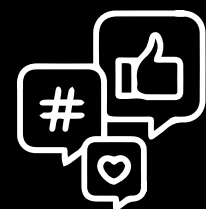


We position ourselves in the market by managing a differentiating experience, consolidating customer recognition and preference for our brand.

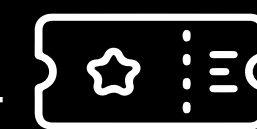
## COMMUNICATION + INVESTMENT + ACTION



*BRAND IDENTITY*



*SALES POINTS*



*EVENTS AND  
COBRANDING*



*SOCIAL MEDIA AND  
COMMUNICATION  
CHANNELS*





# Brand identity



We accompany each initiative with the necessary digital and graphic material (for social media, website, and sales points) promoting the diffusion and ensuring the proper communication of our identity and values.

We generate high-quality photographic and audiovisual content, both on our own and in association with influencers and brands.

- > *Campaigns*
- > *Products and launches*
- > *Promotions*
- > *Assembly and use tutorials*

**TROMEN**  
LAUNCH

**TROMEN**

*We have the spark  
to ignite  
and enjoy new fires*



**TROMEN**  
LAUNCH

# HUMMER



**FIRE TAMER**  
*everything you need  
in the same fire*

**Fire**  
WEEK  
**15% OFF**

## Grills



**TROMEN**

MARKET

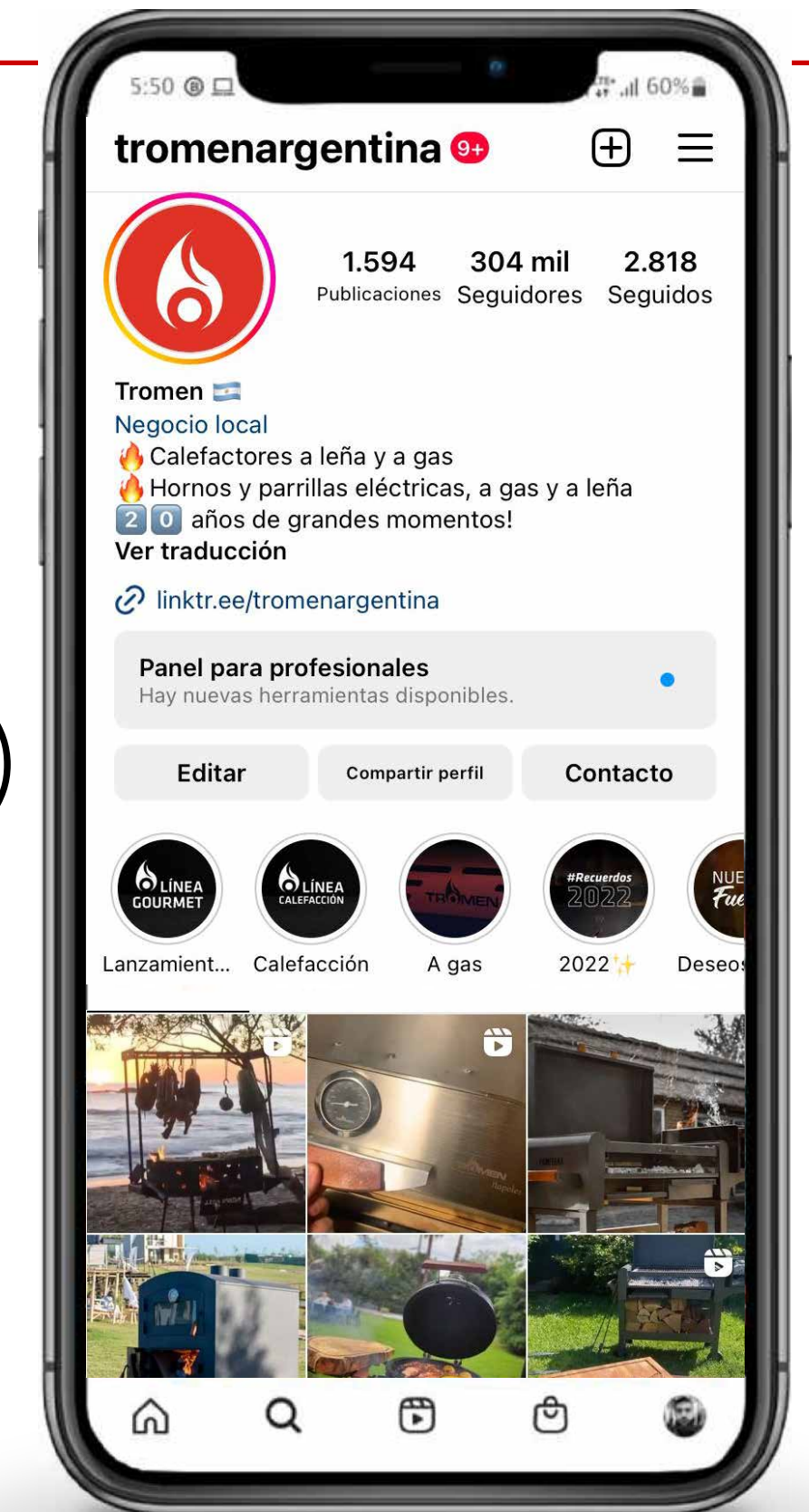
# Social Media and Communication



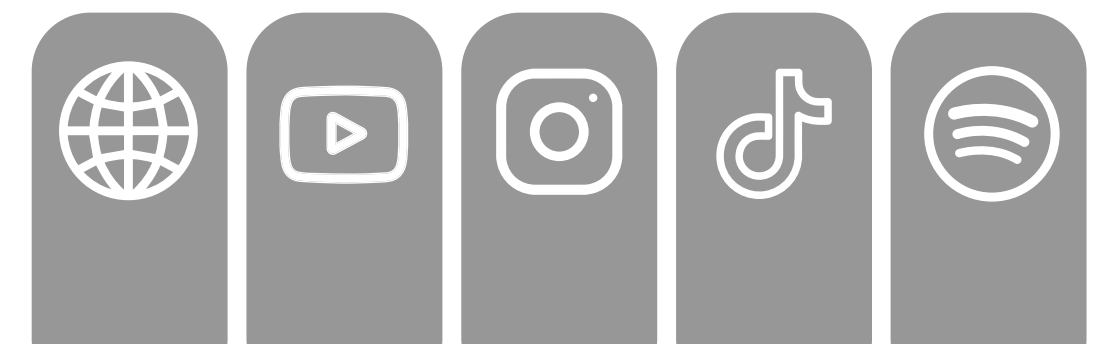
We have a digital community with high impact and reach. We coordinate actions with influencers and recognized personalities (chefs, decorators, architects, TV figures, etc.)

**+ 300K FOLLOWERS**

- > *Instagram*
- > *Youtube*
- > *Tiktok*
- > *Website*
- > *Radio*
- > *Television*

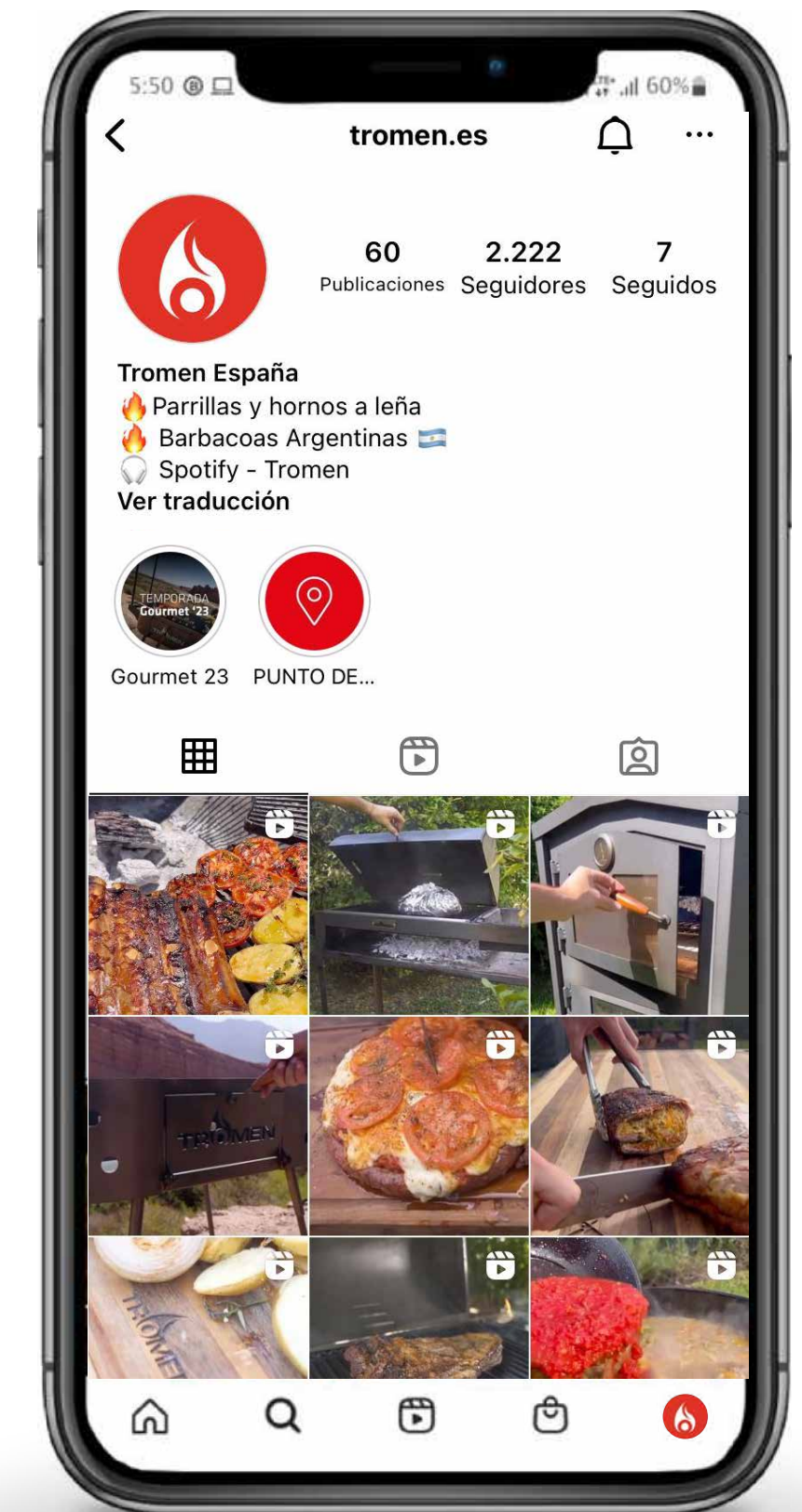
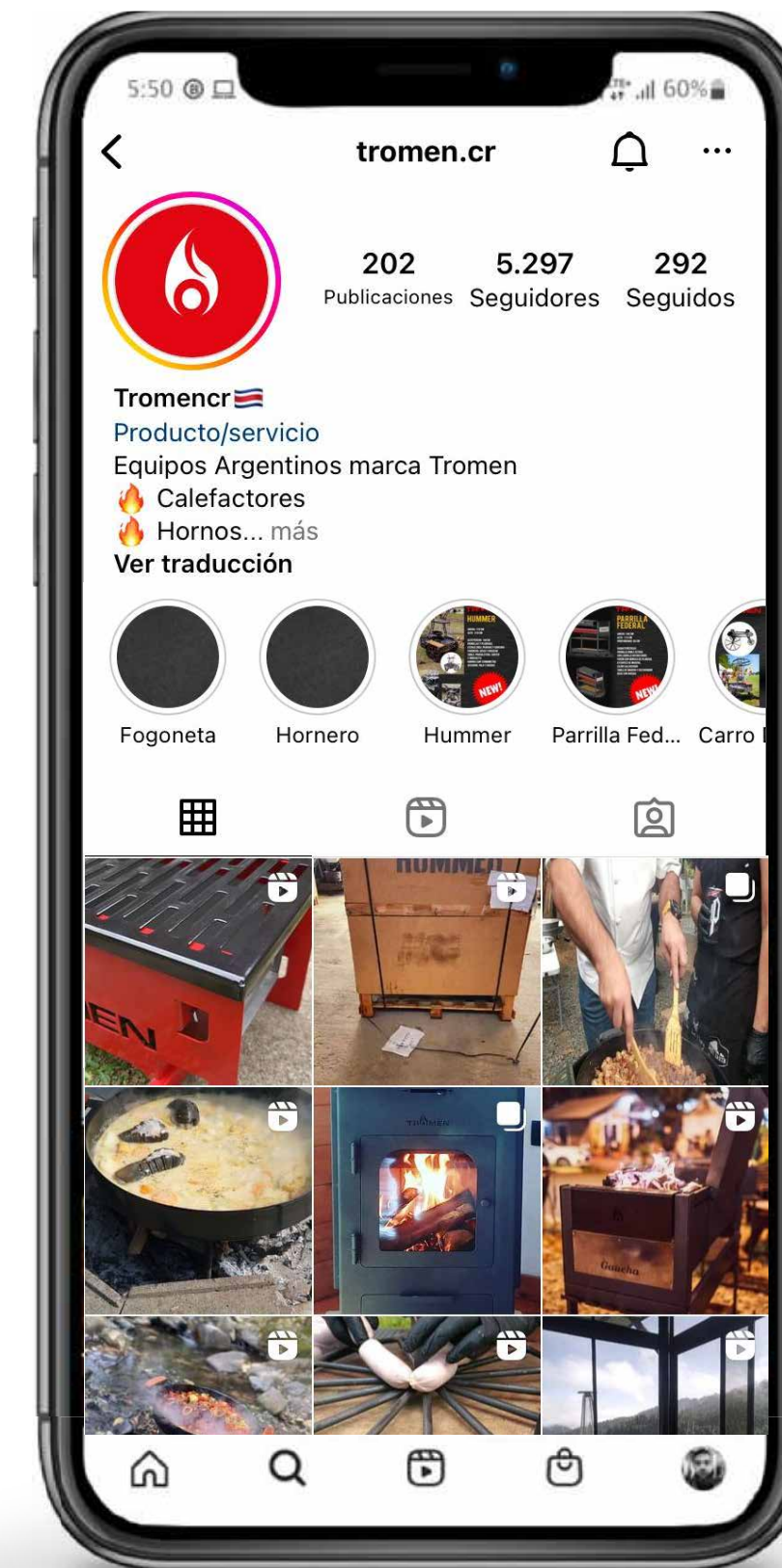
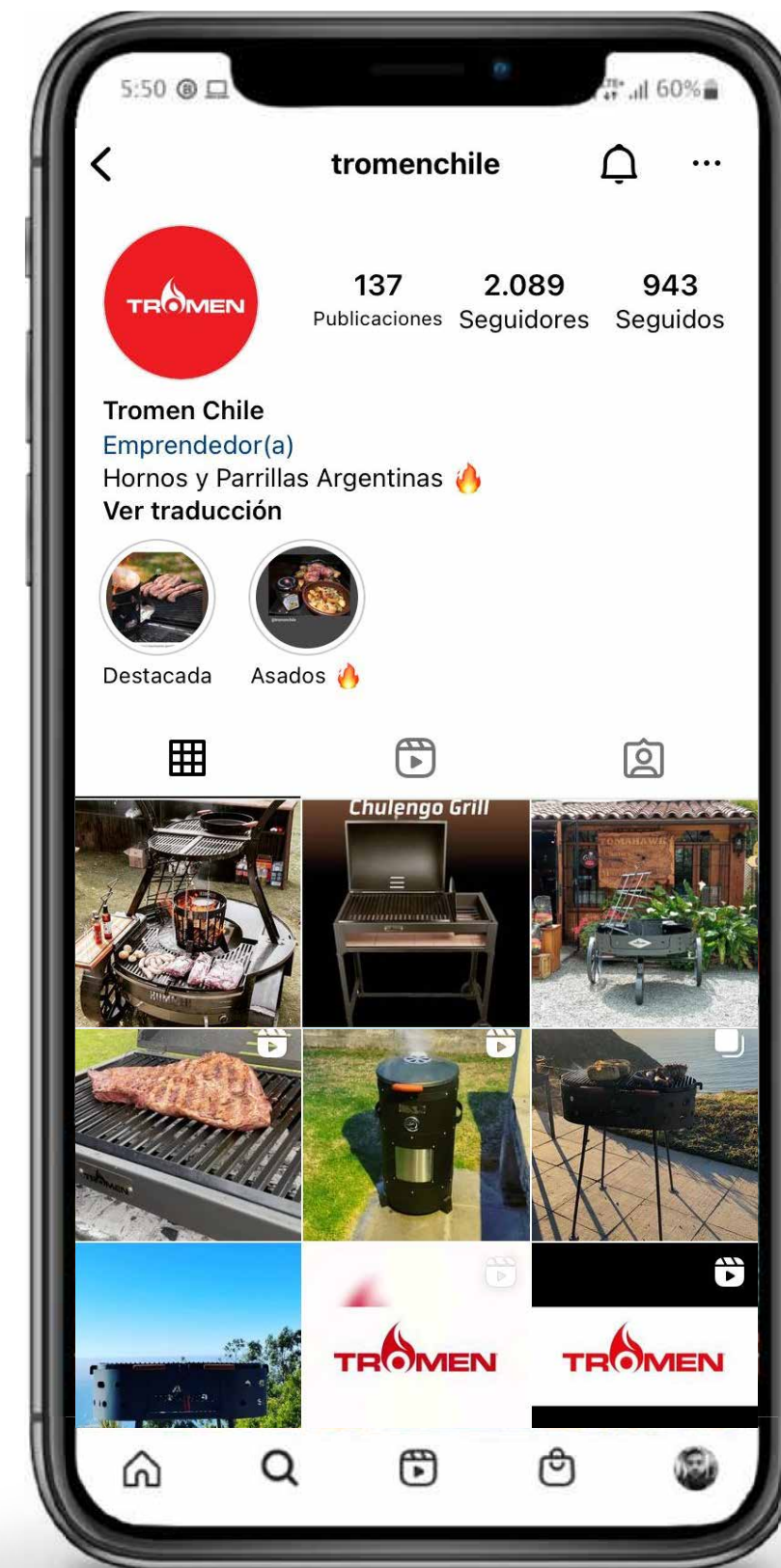
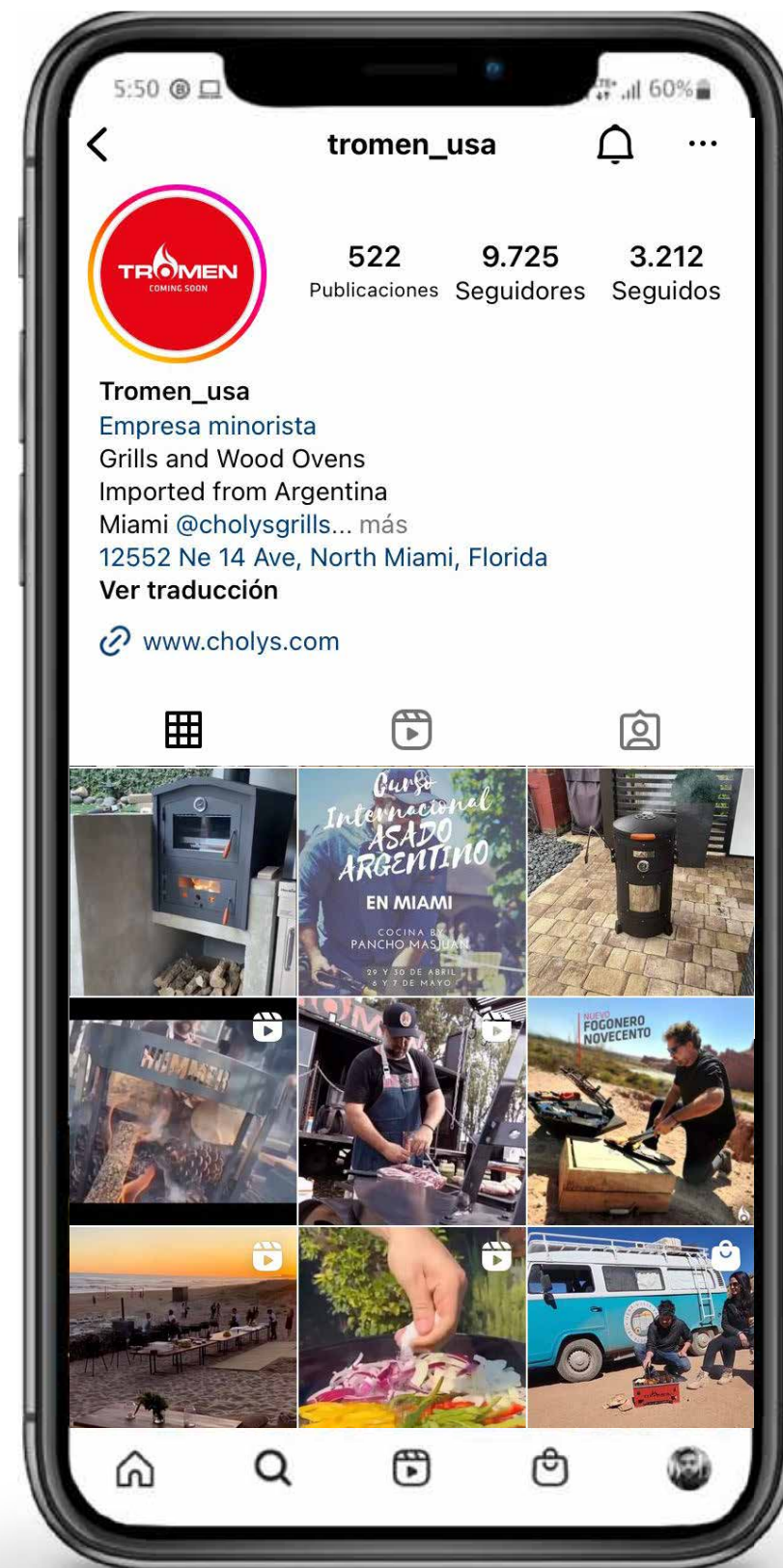


*Check out our social media channels.*



MARKET

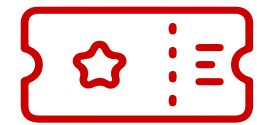
# Social Media and Communication





MARKET

# Events and Cobranding



We meet with the public on multiple occasions, bringing them closer to the Tromen experience, and we enhance each encounter in association with other top-level brands.

- > *Culinary events*
- > *Sports events*
- > *Automotive events*
- > *National holidays and celebrations*
- > *Market expos*
- > *Hotels*



MARKET

# Sales points



In stores, we highlight our presence through merchandising, signage, and product display, adapted to each customer's needs.

We also coordinate exclusive actions such as raffles and the Tromen experience.

> *Stands*

> *POP material*

> *Brochures*







# GOURMET | PRODUCTS



**Rediscover the pleasure of cooking with fire.**

> PRACTICAL AND FUNCTIONAL > ENAMELED SURFACES > DETACHABLE OR WITH WHEELS FOR EASY TRANSPORTATION

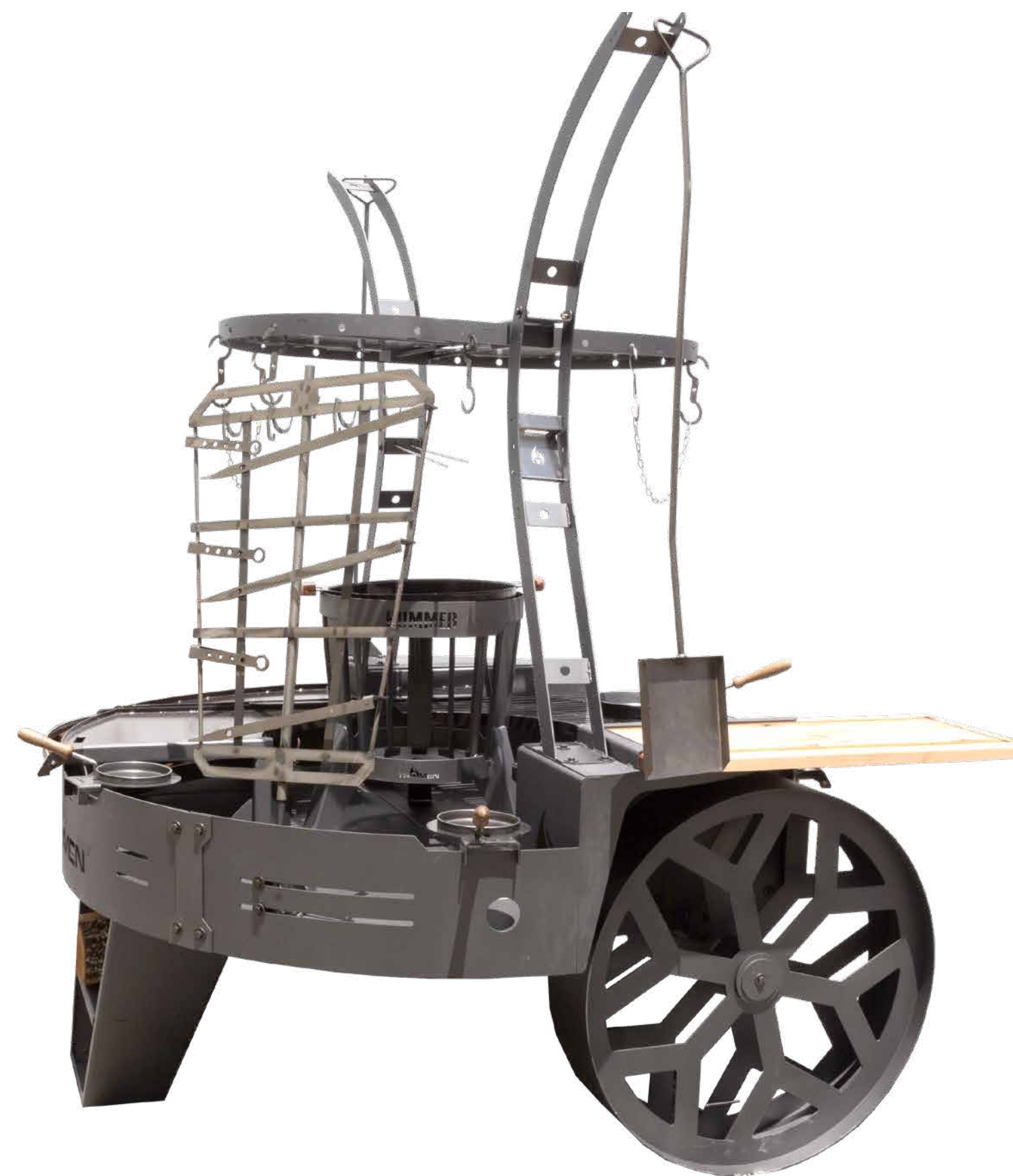


GOURMET

# HUMMER I LAUNCH

 Wood fire

We grow day by day, and our fires do too.



 TROMEN

#Fire tamer

GOURMET

# TIMBAL | LAUNCH

 Wood fire

We grow day by day, and our fires do too.



**#Moments around the fire**

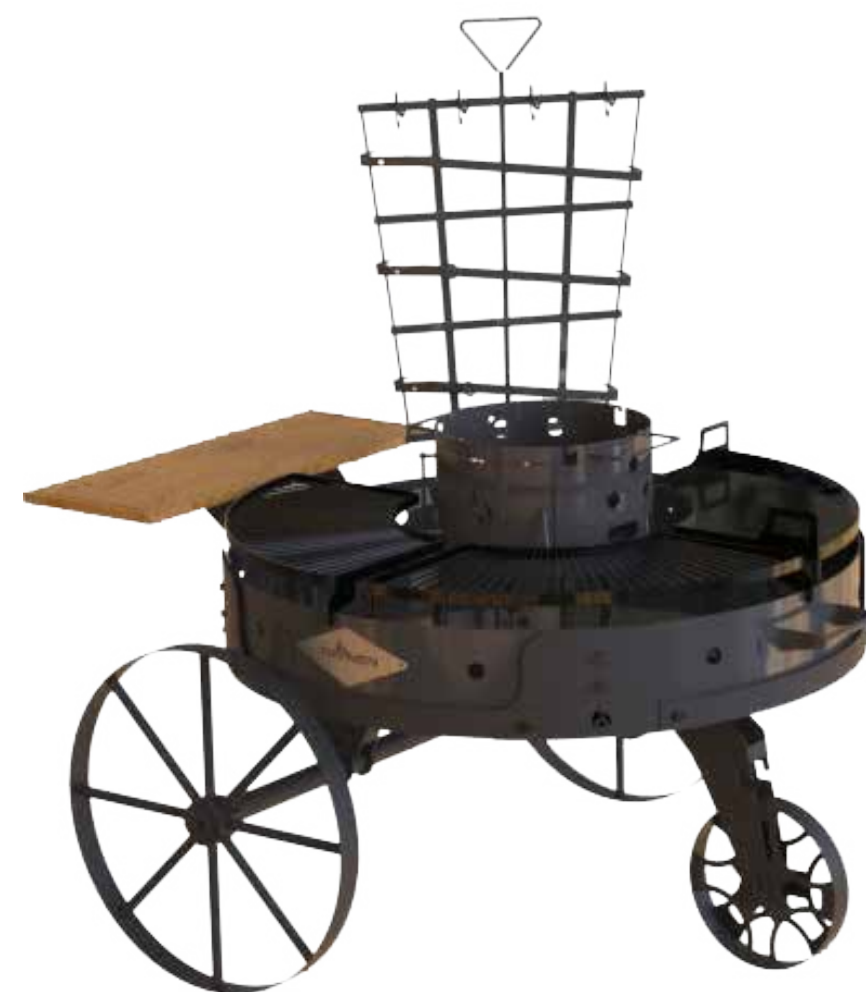


GOURMET

# Outdoor

 Wood fire |  Removable

*Play with fire from wherever you want.*



**Duomo - Car duomo**

>>> AVAILABLE  
- With car  
- Without cart



**Duomo 380**



**Duomo Oval**

GOURMET

# Outdoor

 Wood fire |  Removable

*Play with fire from wherever you want.*



**Smoker 410**



**Novecento Fire pit**



**Cinquecento Fire pit**



**410 Pit Fire pit**



**Glamping**



**Brasero de mesa**



**Fogoneta**



**Plancha**



**Disco**

GOURMET

# FEDERAL | LAUNCH

 Wood fire

We grow day by day, and our fires do too.


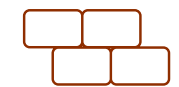


**#More space, more guests at every barbecue**



GOURMET

# Wood fire grills

 Wood fire |  Refractory base

*The traditional Argentine grill: solid, sturdy and resistant*



**Hornero**



**Pampero**



**Chulengo**



**Campo**



**Campo with system**



**Criolla**



**Gaucha**



**Pampeana**



GOURMET

# Electric grills

 Electric |  Quick ignition

*Compact, sturdy, and super practical electric grills*



## Angus E360

- >>> AVAILABLE
- With base
  - Without base


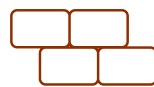


## Angus E480

- >>> AVAILABLE
- With base
  - Without base

GOURMET

# Wood-fired ovens

 Wood fire |  Refractory interior

*Experience the full force of fire and rediscover the flavor of wood-fired baking*



## TRH - L

- >>> AVAILABLE
- With stand
  - Countertop model
  - Built-in model



## Tango Leña

- >>> AVAILABLE
- With stand
  - Countertop model
  - Built-in model

 TROMEN

HEATING

# Exterior

 Pellet |  two-meter radius |  Glass viewer

*Enjoy the outdoors all day long*



**Vulkan**

HEATING

# Accessories and Installation



**Log carrier**



**Modular log holder**



**Shovel and poker**



**Oven Kit**

>>> AVAILABLE  
- Enamel-coated  
- Stainless steel



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**WE DOMINATE THE FIRES**