

## Zitrux by Zumex: The World's First and Only self-cleaning and self-sanitising range of citrus juicers. Saving Supermarkets Millions.

- *"This is a top-tier international launch designed to save time and costs, offering a comprehensive juicing solution that meets all customer needs," explained Víctor Bertolín, President of Zumex.*
- *Zitrux's innovative system features two key programs for the retail sector: a quick cycle for intermediate cleanings and a deep-cleaning cycle that ensures maximum hygiene of the entire juicing system at the end of the day.*
- *With a capacity to store 75 kg of oranges, process 40 fruits per minute, and hold up to 120 liters of waste, this advanced engineering innovation "does it all on its own," according to its creators.*

Zitrux stands out as the **only juicer globally that cleans and sanitizes itself**—a key added value for any retail professional. This unique feature defines **Zitrux**, the latest juicing machine from Zumex, designed to be *"the all-in-one juicing solution that fulfills every customer's needs,"* as described by the company's president, Víctor Bertolín.

Beyond **maximizing hygiene effortlessly** with an intermediate cleaning program and a deep sanitization cycle for a thorough end-of-day clean, Zitrux incorporates four major enhancements that come directly from Zumex customers:

1. **A sealed, hermetic system**
2. **A built-in elevator**
3. **Smart fill level sensors** that notify when the bin and basket are full or empty
4. **The self-cleaning function**, which distinguishes Zitrux from any other juicer on the market

*"Zitrux was born from the biggest gap our customers have been asking us to fill for years. The result is a machine with groundbreaking features that will revolutionize the market," said Bertolín.*



### **Designed for Supermarkets, Hypermarkets, and Hard Discount Stores**

Zumex envisions **supermarkets, hypermarkets, and hard discount stores** as the key locations for this machine. Specifically, the company is targeting professionals who have already tested this concept with other Zumex models and found it to be a profitable investment but now want to **further optimize their juice service** by leveraging the latest technology to **save time and reduce costs**.

### **A Machine Designed to Save Time and Money**

Zitrux's autonomous operation is directly linked to significant time and cost savings. Some of its standout features include:

- Waste reduction control
- Precise measurement of extracted juice

When comparing operational efficiency with similar machines, cleaning time and water consumption savings are the primary factors driving Zitrux's cost-effectiveness. In fact, Zumex confirms that **an average supermarket can save up to €10,000 annually with this machine**.

Additionally, Zitrux is built for high efficiency:

- Stores up to 75 kg of oranges
- Processes 40 fruits per minute, the highest speed in the industry
- Holds 120 liters of waste

***"We are talking about the highest performance in its category— a true game-changer that also delivers an enhanced shopping experience for end customers,"*** emphasized the Zumex CEO.

### **State-of-the-Art Innovation & IoT Integration**

Unlike traditional industrial juicers, **Zitrux's design is closer to a piece of modern furniture** rather than a bulky machine. It also features **Zumex Connect**, an exclusive IoT technology that provides crucial operational insights, such as:

- **Real-time machine status updates**
- **Exact volume of juice extracted**
- **The precise time of the last cleaning cycle**
- **Automated alerts and integrated video guides for end-users**

### **A Global Launch at Leading Industry Events**

After successfully introducing citrus juicers into **supermarkets across Europe, the Americas, and Asia**, Zumex has showcased **Zitrux** at some of the world's most prestigious trade fairs, including **Euroshop (Düsseldorf), Fruit Attraction (Madrid), and Host (Milan)**.

***"Zitrux represents our continued reinvention of how fresh, high-quality juice is made available to millions of consumers worldwide,"*** concluded the company.

**About Zumex**

Zumex is the global leader in the design, manufacturing, and marketing of automatic fruit and vegetable juicing technologies. The company offers a wide range of premium juicing solutions with IoT capabilities for the foodservice and retail industries in over 100 countries worldwide.

Historically, Zumex has specialized in orange juice extraction solutions, given their low environmental impact compared to other staple foods and their health benefits.

Founded in 1985, Zumex is headquartered in Valencia, Spain, with strategic locations in France, the United States, and Mexico.

For more information, visit [www.zumex.com](http://www.zumex.com).