

Press Release

**EPTA @EUROSHOP 2020:
YOUR #STOREVOLUTION. THE EPTA SYSTEM.
DISCOVER A NEW SYSTEM TO ENJOY YOUR STORE**

An **evolution/revolution** is underway in the Retail world, dictated by a more demanding customer, new consumption trends and stringent international regulations, which are constantly updated. In a scenario that changes at an increasingly fast-paced rhythm, **Epta**, multinational group specialised in commercial refrigeration, strengthened by an integrated approach, works alongside the Operators of **Large Scale Retail, Ho.Re.Ca. and Food & Beverage sectors, in dealing with the changes underway**. The stand at Euroshop (Hall15, stand C24-C42) is an experimentation site for visitors where, in each area it is possible to immerse oneself in a unique atmosphere, with a display of solutions and services that constitute **The Epta System** and anticipate the trends of the future.

The Epta System is a winning combination of **products, services, technologies, ideas and people** that transform the Stores into **an authentic destination** for consumers. **William Pagani, Group Marketing Director di Epta**, comments: *"Epta's goal is to support the Retailers to accompany them in their **#storevolution** with **aesthetically attractive set-ups**, realised with refrigerated furnishings that give **dynamism and vitality** to every layout, guaranteeing **best performance** and **reduced carbon footprint** in line with the international regulations of the sector. Retailers also focus on **maximum process efficiency and service continuity**: for this reason, Epta offers all-encompassing services of assistance and after-sales advice to increase the business value of Clients. Finally, the change of paradigm is also represented in new **technologies** which contribute to lowering emissions through CO₂ or propane R290 natural refrigeration."*

Awareness is essential to make sustainable choices, this is why **Epta** has organised the **Conference Arena**, sponsored by **Life-C4R**. It is specifically designed to make known the updates on the first important milestones achieved by **Life-C4R**, co-financed by the EU, and in-depth information on environmental themes and direct testimonies. In the

conference area **internationally acclaimed personalities** and **experts of the sector** will alternate each day, with clear, precise and quickly accessed speeches, that also leaves room for questions and direct discussion.

The **Conference Arena** will also be a showcase of excellence to illustrate the expertise of the **EptaService** and **EptaConcept** teams and to propose original and creative projects developed by *companies* and *start-ups*, already projected into the future, hosted within the **EptaInnoVillage**, a place where new ideas live which can increase success in the sector and offer new business inspirations to customers. **EptaInnoVillage** is also testimony to the centrality of innovation for the Group, as a voice that guides its way of being, operating and producing, in the name of responsible progress.

An example of this is the **Circular Bar & Grocerant**: a revolutionary concept, on show at the **Epta** stand, result of the knowledgeable union between the skills and the creativity of **EptaConcept**, the scientific approach of the **University** Of Gastronomic Sciences Of **Pollenzo** and the collaboration of numerous companies. It is a space developed like a museum that will highlight several refrigeration solutions, recycled and recyclable furnishing materials and products made with a low environmental impact to offer tangible ways to adopt an approach within a **circular economy**.

Continue to follow us and visit **the Epta blog to discover further details and information on all the guests involved**: <https://blog.eptarefrigeration.com/en-gb/euroshop2020>

Epta. Advanced solutions for your store.

EPTA – multinational Group specialized in commercial refrigeration operating at a worldwide level with its brands: **Costan** (1946), **Bonnet Névé** (1930), **Eurocryor** (1991), **Misa** (1969), **Iarp** (1983) and **Kysor Warren** (1882). Epta is positioned on the domestic and international markets as a turnkey partner able to manufacture and provide complete refrigeration systems through the integration of specific product lines such as: traditional refrigerator cabinets, vertical and semi-vertical chillers, vertical and horizontal freezers, plug-in units for Retail and F&B, medium and large capacity refrigeration systems and cold rooms. With its HQ in Milan,

it has around 6,000 employees, it has several production sites both in Italy and abroad, a widespread technical and commercial presence all over the world, guaranteed by more than 40 direct branches.

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