

Press Release

**Epta and Vodafone
launch an innovative service to pick up shopping ordered online with
#EPTABricks**

Milan, 27 August 2018 – Refrigerated lockers arrive also in Italy: **#EPTABricks** by **Epta** combine with **Vodafone IoT** services. A **unique project for Italy**, which introduces a new shopping experience for customers through the digital revolution.

The versions installed, **#EPTAfreshBricks**, **#EPTAmbientBricks** e **#EPTAfrozenBricks** allow 24/7 access so customers can be totally flexible when they pick up shopping ordered online from the Retailer's website, choosing from the complete assortment of fresh and frozen products, ambient food and non-food offered by the Retailer. **#EPTABricks** are a perfect example of a Retail partnership between two outstanding **leading groups** in their sector. **Epta and Vodafone** operate respectively **in commercial refrigeration and in connectivity** of all elements that enable IoT technology. On 13th July, **Coop Lombardia** opened at its **Bicocca Village** store in Milan the first installation of this innovative shopping **pick-up service** for purchases ordered through the **Coop eCommerce platform**.

A **synergy** which encourages digital transformation, **opening up multichannel retailing**. Joining the IoT evolution, Epta have developed their new **#EPTABricks** to interface with Retailers e-commerce platforms and offer remote monitoring for **correct and constant operation and improved product preservation**. The refrigerated lockers at Coop are connected to **Vodafone fibre and 4G network** and to **Vodafone IoT telemetry system**.

Coop Supermarket of the Future of **Bicocca Village** was chosen as the location par excellence to launch this important partnership because of its position inside a dynamic urban context, where the university centre, business districts and exclusive residential buildings merge with a vast entertainment offer for leisure time dedicated primarily to young people.

Epta. Advanced solutions for your store.

EPTA, a multinational group specialized in the commercial refrigeration sector, operates worldwide thanks to its brands **Costan** (1946), **Bonnet Névé** (1930), **George Barker** (1928), **Eurocryor** (1991), **Misa** (1969), **Iarp** (1983) and **Knudsen Køling** (1961). Epta positions itself on the domestic and international market as a partner able to produce and sell comprehensive refrigeration systems thanks to the integration of non-specific product lines, namely: traditional refrigerated cabinets, positive temperature vertical and semi-vertical counters, negative temperature vertical and horizontal cabinets, Plug-in refrigerated cabinets, medium and high power plants and cold rooms. Headquartered in Milan, with a 5,000 strong workforce, the company enjoys a widespread global commercial presence, boasting a turnover of 888 million Euro in 2017. In 2017, it also presented its new concept “#EptaExperience is the way” at Euroshop which summarizes the business vocation with which Epta reconfirms the ability of the Group to merge expertise, innovation and personalization of solutions proposed by its brands, to offer Customers a new and engaging in-store experience.

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