

Refrigeration Industry

Epta and DAAS organised the event Cool Innovation In Retail: Solutions For All Your Needs for Romanian customers



Epta and DAAS organised the event Cool Innovation In Retail: Solutions For All Your Needs for Romanian customers in Bucharest in early October, which saw the participation of several of the leading players in the country's Retail sector, between important international chains and local businesses. It was a moment of exchange dedicated to the latest trends of the large-scale retail channels, to the evolutions involving the commercial refrigeration sector and to new technologies. Cool Innovation In Retail also provided the opportunity to discover how EPTA and DAAS are responding to and anticipating market needs, in terms of products, systems and innovative services.

The event saw numerous speeches, including the presentation by the guest star of the event, John Ryan, one of the top 100 Retail influencers, who illustrated the most recent trends and accompanied the guests along a route to "conquer" the future of the sector, offering useful suggestions for empowering the shopping experience.

Keynote speakers included William Pagani, Group Marketing Director of Epta, who provided interesting insights on the key trends affecting the refrigeration business and the key market drivers for Epta, with a foretaste of the innovations that will be unveiled at Euroshop 2020. Adrian Craioveanu, DAAS Marketing Director, presented the full range of services and solutions provided by the Company. This also included an Epta Concept team, capable of combining insight, imagination and know-how to create powerful and meaningful brand and store experiences.

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During the meeting, a large space was dedicated to technical details, with the talk by Francesco Mastrapasqua, Advocacy & Regulatory Affairs Manager of Epta, who highlighted the novelties in terms of European legislation: from the F-Gas Regulation, to Energy Labelling and Eco-design. Finally, Alvise Case, Energy Manager of Epta, presented the prestigious project Life-C4R – Carbon 4 Retail Refrigeration promoted by the Group and co-financed by the European Union according to the contract LIFE 17 CCM/IT/000120, of which DAAS is partner. Life-C4R takes the shape of a three-year plan, within the Mitigation area of the European LIFE Programme, to raise awareness among the scientific community, component suppliers and all the players of the Retail world on the use of increasingly sustainable solutions.

At the core of Life-C4R is the patented FTE Full Transcritical Efficiency system by Epta: three Italian pilot projects and four replica prototypes in Romania and Spain, installed with the partners Epta Iberia and DAAS. It will provide data to confirm the thesis behind Life-C4R and to show how it is possible to fully replace the HCFC and HFC refrigerants with transcritical CO₂, in any climate condition.

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