

Press Release

**@EUROSHOP 2023: RESTORE YOUR FUTURE WITH EPTA
INNOVATION RELOADED. THE EPTA SUSTAINABLE SYSTEM.**

Epta – *Independent global player and leader specialised in commercial refrigeration* – announces its participation in **Euroshop 2023 (stand C24 and C42, Exhibition hall 15)**, the largest international trade fair for the Retail sector, in Düsseldorf from **26 February to 2 March**.

Innovation Reloaded. The Epta Sustainable System: the message of Epta at Euroshop which wants to express the sustainable, pioneering and proactive approach of the Group to the economic and social transformations underway and its commitment to supporting Retailers in their green transition, managing the entire lifecycle of the stores with sustainable, efficient and quality products and services.

The Group presents the main product innovations of its **Costan, Bonnet Névé, Eurocryor, Misa, Iarp and Kysor Warren** brands, as well as the turnkey projects of the **EptaConcept** designers, equipment and complete refrigeration systems branded **EptaTechnica** and the renewed offer of after-sales assistance provided by **EptaService**.

The **Epta Sustainable System** is a way of being, thinking and operating which shapes the future, accompanying Retailers along a path directed at the green transition. A *commitment* which translates into a complete offer through which Epta, in the role of **complete system provider, reloads** its stores maximising performance and **renewing** aesthetics, for a unique and authentic look, synonymous with an engaging *shopping experience*. This target is also achieved thanks to the digital solutions which contribute to ensuring **high energy saving and maximum efficiency** along the entire **lifecycle** of the display refrigerators.

At Euroshop 2023, the pioneering and proactive soul of the Group, **INNOVATION RELOADED**, invite you to **RESTORE YOUR FUTURE** by discovering the 7 engaging areas of the stand: **REcharge, REDiscover, REthink, REset, REstyle, REdesign and REfresh**, which connect to the beating heart of the set-up, the **GREEN FACTS AREA**. In this space, Epta presents its

sustainable innovations through **tangible examples comprising of products, technologies and services**, real **Green Facts**.

The continuous search for innovative solutions allowed us to develop two technologies FTE and ETE, also recognised at European level as part of the LIFE Programme thanks to the Life-C4R project which have distinguished themselves over time for simplicity, performance and respect for the environment. This innovative drive continues. **Epta is ready to present a new system of refrigeration: XTE, Extra transcritical efficiency**, a patent pending system which is efficient in all environmental conditions, including extreme events like those generated more and more often by the climate changes underway, in the name of natural refrigeration with reduced energy consumption all year round.

Moreover, in a context in which refrigeration accounts for 40% of the Epta bill, today it is able to launch on the market **best-in class display refrigerators in terms of Energy Labelling** which guarantee a performance well above the *baseline*. These are remote and plug-in display refrigerators branded Costan, Bonnet Névé and Iarp which **reach the top classes A and B** and are **Eurovent certified**, as further proof of transparency and reliability,

These and many other **Green Facts** will be back under the spotlight inside the **Talking Epta Arena**, which promotes a greater awareness of the importance of choosing sustainable alternatives and, at the same time, offering *insights* on the latest Retail trends and technologies. Different talks are scheduled over the five days: Epta experts will alternate with international personalities such as **Sophie Geoghegan**, from the Environmental Investigation Agency, **Claudia Horbert and Ulrich Spaan**, from EHI Retail Institute, **Cristina Lazzati**, journalist with Mark Up and GDOWeek, **Olivier Dauvers**, Retail Expert, **Armando Garosci**, Editor of Largo Consumo, and **Laureano Turienzo Esteban**, President of the Asociacion Espanola of Retail.

"This year the Epta stand becomes the tangible expression of its genetic code. The goal is to take to each store high-quality solutions able to combine the best shopping experience with constant, performing, natural and responsible management of refrigeration/cold management."
Comments William Pagani, CMO of Epta, and concludes, "Aware of its primary role at global

level, Epta is a spokesperson for growth founded on economic, social and environmental sustainability.

Visit the **Epta website to discover more details and the programme of special guests attending the Talking Epta Arena.**

<https://www.eptarefrigeration.com/it/newsroom/eventi/euroshop2023>

Epta. Advanced solutions for your store.

EPTA – A multinational group specialised in commercial refrigeration which works globally thanks to its **Costan** (1946), **Bonnet Névé** (1930), **Eurocryor** (1991), **Misa** (1969), **Iarp** (1983), and **Kysor Warren** (1882) brands. Epta positions itself on the national and international market as partner able to produce and market complete refrigeration systems, thanks to the integration of specific product lines namely: traditional, positive vertical and semi-vertical, negative vertical and horizontal display refrigerators, Refrigerated display plug-in cabinets for the Retail and Food&Beverage sector, medium and high-power refrigeration packs and cold rooms. Based in Milan, it has a workforce of almost 6000 people and boasts national and international production facilities, a widespread technical and commercial presence worldwide, guaranteed by more than 40 technical-commercial monitoring centres.

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For further information:

Lbdi Communication

Matilde Martinuzzi – email: mmartinuzzi@lbdi.it

Ginevra Fossati - email: gfossati@lbdi.it

Tel. +39 02/43910069

Mobile +39 3662694449