

Epta Central North Europe Announces Rebranding

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Epta Central North Europe - a leading commercial refrigeration solutions company joint venture between Epta S.p.A. and Viessmann Refrigeration Solutions - unveils its strategic rebranding. As part of the joint venture initiative, the Company will operate under the Epta brand in all Central and Northern European markets, in Germany, Poland, the Czech Republic, Slovakia, Denmark, Finland, Sweden, Norway, Estonia, Latvia and Lithuania.

The rebranding unites the Companies' wide product and service portfolio under a unique cohesive brand as a one reliable partner. The repositioning will be carried out in all countries by the end of April 2024.

For the formerly known Viessmann Refrigeration Solutions companies, the rebranding initiative signifies a step further towards synergies and innovation within the industry. By aligning the operations under the same brand, Epta Central North Europe, now boasting a turnover of more than 400 million and 1600 employees, reinforces its commitment to providing innovative and sustainable solutions to its customers.

Under the Epta brand, the local Companies within Central and Northern Europe will offer a smooth customer relationship, providing a seamless experience for customers in the Food Retail, Convenience, Food and Beverage Industry as well as the Ho.Re.Ca.-market gaining access to a wider range of products and related services. While the Viessmann Refrigeration Solutions brand will be phased out, its high-quality products will be integrated and rebranded into Epta's product brands portfolio, specifically in the Costan, Bonnet Névé and Iarp ranges. Moreover, all after-sales services will be provided by EptaService, conceived to support retailers during the entire lifecycle of Epta solutions.

As the Company enters this exciting new chapter, it remains dedicated to upholding its core values of integrity, collaboration, and customer-centricity. The rebranding initiative reflects its unwavering dedication to driving positive change and delivering exceptional value to all stakeholders. Epta Central North Europe invites customers, partners, and stakeholders to join in celebrating this milestone and looks forward to continued growth and success under its shared Epta brand identity.

"We are thrilled to embark on the next step of our joint venture journey as we rebrand and introduce ourselves as a one stop shop provider with shared identity," says William Pagani, CEO of Epta Central North Europe "This strategic phase not only epitomizes our commitment to sustainable innovation but also underscores our relentless pursuit of excellence in serving our customers."

Find out more on our website about: [refrigeration](#), [commercial refrigeration](#), [Costan](#), [Viessmann](#)