

REFRIGERATION March 19, 2024

## Viessmann refrigeration brand phased out in mainland Europe

Company name and product portfolio to be fully rebranded under Epta moniker following joint venture

By Andrew Seymour



**The Viessmann Refrigeration Solutions brand is set to disappear from most of mainland Europe – with the company set to be known by the name of its joint venture partner Epta instead.**

Following a [strategic JV between the two companies that took effect from the end of last year](#), Viessmann Refrigeration Solutions will begin operating under the Epta brand in all Central and Northern European markets by the end of April.

The move affects its subsidiaries in Germany, Poland, the Czech Republic, Slovakia, Denmark, Finland, Sweden, Norway, Estonia, Latvia and Lithuania.

However, the UK remains a separate entity.

Both companies said the repositioning unites their wide product and service portfolio under a “unique cohesive brand” targeting the food retail, convenience and F&B markets.

Viessmann Refrigeration Solutions’ products will be integrated and rebranded into Epta’s portfolio, specifically in the Costan, Bonnet Névé and Iarp ranges.

All after-sales services will be provided by EptaService.

“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,” stated William Pagani, CEO of Epta Central North Europe.

“This strategic phase not only epitomises our commitment to sustainable innovation but also underscores our relentless pursuit of excellence in serving our customers.”

By aligning the operations under the same brand, Epta Central North Europe now boasts a turnover of more than £400m (£342m) and 1,600 employees.