

Epta sells its cold room business, Misa

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**EPTA SIGNS THE
AGREEMENT WITH
PUREVER  INDUSTRIES
FOR THE MISA
BRAND**



International. With the aim of focusing on its core business of commercial refrigeration, the company **Epta** announced its new agreement with **Purever Industries** for the sale of the commercial and industrial activity of the MISA brand.

The transaction also incorporates a commercial agreement whereby Epta undertakes to continue the purchase of MISA-branded cameras and products, guaranteeing to maintain quality standards, as well as the commercial offer.

"The agreement signed with Purever Industries not only enriches our ecosystem with a new partner to better serve the needs of our customers, but is also consistent with our status as a market leader and the principles we have upheld: the total need for an aggregation policy that can bring knowledge and synergies to compete in an increasingly global and dynamic market," said Marco Nocivelli, President and CEO of Epta.



"The sale of such a specialized business is a step to continue Epta's path towards consolidating its leadership in its core business and will allow the Company to concentrate its investments on complete refrigeration systems and services, bringing the group one step closer to the goal of becoming the world leader in commercial refrigeration. in the spirit of sustainable innovation," he added.

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La nueva serie que trasciende en la industria, ofrece máximo rendimiento, confiabilidad, comodidad y control.



The founder and CEO of Purever Industries, Luis Coelho Borges, expressed his satisfaction with the agreement: "We are very excited to work together with MISA's management and employees in this integration and in the development of the company into a new prosperous period of its long life. We welcome all the people of MISA to the Purever Industries universe, now with 11 factories in 6 countries and more than 1,100 employees."

