

**EPTA'S TECHNOLOGY AT #FOODPEOPLE.  
THE EXIBITION FOR THOSE WHO ARE HUNGRY FOR INNOVATION**

Epta, a multinational group specialising in commercial refrigeration, worked in partnership with Federazione Anima to provide display solutions for the **#FoodPeople** exhibition, opened on April 22nd at Milan's Leonardo da Vinci National Science and Technology Museum.

This initiative is in harmony with the themes of Expo 2015 and aims to explore developments in the agri-food industry, as well as the scientific and technological innovations experienced in the past 150 years which have changed the way food is produced, processed and consumed. The exhibition is organised into two complementary paths, aimed at increasing visitor awareness of the changes that have shaped our eating styles as Italians, of food industry processes like the cold chain, and the future environmental challenges for global nutrition.

The value of Epta's participation can be seen in all areas of the **#FoodPeople** exhibition. Starting with the "A tavola" area where a Costan refrigerated cabinet from the early '50s demonstrates the historical paradigm shift which revolutionised daily life for consumers and shopkeepers alike. The cold theme leads the visitor on a journey back in time through the history of food, to explore subjects little known to the general public, such as food safety along the entire supply chain, from food production to food presentation in the store.

The equipment, manufactured in the earliest Costan shop in Turin, was in operation until the late '90s in the *Cantina dei Codrei*, in S. Antonio di Susa (Province of Torino, Italy). This cabinet, constructed from wood and formica panels, has four refrigerated compartments: the upper two with glass doors for the display of wine and beverages, the lower two for the storage of sausages, cold cuts and cheeses. It is the symbol of an era, donated by the Nocivelli Family to the Institution, which will enable the public to grasp the momentous social impact that this technology had back in the day, making it possible to preserve perishable foods for days.

Ever since its inception and thanks to a systematic research activity that is also reflected in the **"The Epta Way UP: preserving food value"** concept, Epta develops cutting-edge systems to ensure products retain their value through perfect preservation and display of foodstuffs.

With a view to establishing a *trait d'union* between refrigeration solutions of the past and more recent developments, EptaBlue Waterloop was installed in the "Dentro l'Industria" section. This innovative system featuring, among its major plusses, excellent efficiency and sustainability: EptaBlue uses a closed water circuit to cool the refrigerated cabinet; while utilising residual heat from the water circuit for the benefit of the store's heating system.

The need to be aware of the *cold chain* in more sustainable terms is an increasingly pressing goal. In the exhibition Epta responds to this crucial need with an image of GranVista, a positive-temperature multideck by Costan. Characterised by *total glass* doors and LED lighting, this cabinet combines ideal food presentation with remarkable energy savings, i.e. 62%, against open cabinets with night blinds.

**Marco Nocivelli, Managing Director of the Epta Group as well as Deputy Chairman of Federazione Anima for Financial Relations** declares in this respect: "We are proud of our contribution to this interesting exhibition, which provides valuable insight into the important role that science and technology had in guaranteeing food authenticity, freshness and safety while fully respecting the environment". "This is an astonishing, enthralling and amusing exhibit because of the topics covered, the simple language used, the images, animations and interactive games presented, which make the themes dealt with accessible to the general public. In this context our solutions become both the starting and finish point of a very exclusive "behind the scenes" experience focused on the exploration of the cold chain."

**Epta. Advanced solutions for your store.**

**EPTA** – Multinational enterprise specialising in commercial refrigeration, operates on a worldwide level thanks to its various brands, **Costan** (1946), **Bonnet Névé** (1930), **George Barker** (1928), **Eurocryor** (1991), **Misa** (1969) and **Iarp** (1983).

Epta asserts its position on the domestic and international markets as a turnkey partner able to manufacture and provide complete refrigeration systems through the integration of specific product lines like: serve-over refrigerated counters and cabinets, vertical and semi-vertical chillers, vertical and horizontal freezers, plug-in units, medium and large capacity refrigeration systems and cold rooms. Based in Milan, it has 4,000 employees, a world-wide sales network and a turnover of 680 million Euros for 2014. Epta's responsible attitude is expressed through the concept "The Epta Way UP : **preserving food value**" which creates technologically advanced solutions to ensure products retain their value through perfect preservation and display of foodstuffs. This

strategy is reaffirmed by the "Power Up your store" motto, which encompasses Epta's calling to focus on clients and use its abilities to meet their needs while maximizing store growth.

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