

EPTA

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Milan, February 2011

EPTA: WORLD LEADERSHIP

An international group with an Italian soul

Number one industrial group in Europe and third worldwide for market quota, Epta leads the commercial refrigeration sector for Food Retail chains. Based in Milan, it has 2500 employees and in 2010 boasted a turnover of over 400 million Euro, annual production capacity of around 100,000 units, and a wide commercial network worldwide.

The core business

Epta are specialists in the production and marketing of refrigeration units or fresh and frozen products, plug-in units, medium and high power compressors and cold stores, and the multinational has grown over time thanks to its strong connections with the territory and an intelligent international strategy.

Expansion worldwide

Success began in Italy with the Costan brand and was developed, with a policy for growth based on **acquiring top foreign brands** and upon **continuous investment in R&D** to find innovative and increasingly efficient solutions. Moreover, its **strong market presence in 35 countries** enables **Epta** to accelerate growth in emerging markets and consolidate business in mature ones.

Thus in recent years, **Epta** has **strengthened** its presence in **South America**, with an office in Argentina, and a new production facility in Columbia. Likewise, in the **Middle East**, it has offices and service facilities in Riyadh, Saudi Arabia.

Inauguration of a factory in Turkey in 2008 was a further important step in the internationalisation process, that has made the Group a point of reference for markets in **South-eastern Europe** and **Western Asia**.

Last January, **Epta** gained control of its long-time partner, **VSD Engineering**, which is active in Singapore, Malaysia and Brunei, thus intensifying its presence in **South-East Asia**. Lastly, expansion also continues in **Europe** with the setting up of Epta Sweden and a facility in Hungary, to be inaugurated shortly.

Its production units situated in Limana and Solesino in Italy, Hendaye in France, Bradford in the United Kingdom, Rosario in Argentina, Çorlu in Turkey, Qinqdao in China and Barranquilla in Columbia have a **combined area** of over **190,000 m²**, and ensure **wide availability of products, all over the world**.

Mission

The Group's Mission: ***“The preferred local partner worldwide for customized product and system solutions. The ultimate technology and design for the unique store”*** is to pursue sustainable growth, localising our offer, in order to better meet client needs, while at the same time exploiting the attraction and uniqueness of points-of-sale.

A global competitive capacity

Epta's global competitive capacity is of crucial importance for *retailers*, considering that the sector is increasingly open to operators offering complex systems with ever higher performance, as well as guaranteeing **timely and top quality technical assistance worldwide**.

THE STRENGTH OF HISTORIC BRANDS



Costan was the original nucleus of **Epta**. This family workshop producing iceboxes and refrigeration cabinets, founded in 1946, joined the newborn **Epta** in 1986. The brand has long been a synonym of top **quality, excellent service, high-tech and highly reliable products**. It is distributed through a commercial network comprising branches in Italy and commercial outlets and distributors overseas.



Bonnet Névé is the result of the merger of two prestigious brands, leaders in their market: **Bonnet Réfrigération** and **Satam Névé**, acquired in 1988. In over 20 years of activity, this prestigious brand has won considerable market recognition for its revolutionary merchandising solutions and energy saving.



Eurocryor, brand established in 1991 in Solesino, in the province of Padua, is recognised on the market for manufacturing and marketing **top-of-the-range traditional refrigerated units**, ideal for complementing and personalising **prestigious points of sale**.



The historical origins of **BKT** date back to 1910 in Germany: in its almost 100 years in business it has become a **leader in offering complete services** for the production of turnkey commercial refrigeration systems for large retail chains and fast-food stores. In 1997, it joined the growing **Epta** becoming Epta Deutschland.



George Barker, leader in the UK, for design and production of **custom refrigeration cabinets**, was founded in 1928 in Leeds, and is now based in Bradford. It joined a growing **Epta** in 1999, bringing its unrivalled know-how, crucial in guaranteeing efficient pre-sales service to steer customers towards solutions best suited to their needs.

EPTA AT EUROSHOP 2011 – THE BRAND ESSENCE: EPTOLOGY

A revolutionary concept

The essence of **Epta** in a single word: **Eptology**

A way of being, thinking, producing and living responsibly the future.

Which means improving every day, in every activity, to better meet the needs of clients, employees and partners, and to reward their trust.

A vision that unites and guides everyone in the Group, which results in **embracing sustainability in a new way**, interpreting it with a sense of responsibility, from all points of view. Profit, growth and brand affirmation are not the only objectives to be achieved: true value is tied to social progress.



An original Symbol

An original neologism, conceived to be exclusively and uniquely associated with **Epta**. It contains the company mission: **to promote growth and development that fully respect the environment**. The new logo, made up of **four colours**, identifying associated **values**, which alone or in combination direct the Group's decisions and behaviour.

A CONCEPT UNIQUE TO THE POWER OF FOUR EPTA



“**Pursuit of excellence**” is the philosophy that enables the Group to be recognised as sector leader. Constant quality evaluation of work processes, materials, components and finished products by means of strict control tests, sometimes by external bodies, is a tangible and verifiable sign of **Epta’s** reliability, reputation and transparency.



This is seen in **Epta’s constant investment in R&D**, and by the commitment of our team of engineers and researchers, more than 100 people in all, who every day work to optimise and improve **performance of solutions**, to ensure significant reduction of **energy consumption** and **environmental impact**. **Epta’s** stability enables us to marry technology with efficiency, in order that the value of innovation be always an opportunity, to experience every day.



The desire to **respect the environment** and **safeguard energy resources** permeates all of **Epta’s** work and production facilities: from the ecological factories, to development of products guaranteeing maximum energy saving and optimum conservation of food products in the new **eco-stores**.



Passion Energy, potential for innovation, open-mindedness and strict ethics: the

Group's success expresses the strength of passion that, every day, inspires the people who are part of it. **Training**, the capacity to listen to the needs of and encourage creative contributions from each individual, enables **Epta** to pursue continuous technical and organisational innovation, with a view to constant improvement of the company overall.

EPTOLOGY IN PRACTICE

Quality

The **certification** which **Epta** has been awarded is recognition of our commitment to pursue high standards of excellence. Thanks to our professionalism and rigour, the Group has obtained the **UNI EN ISO 9001-2008**, which guarantees its quality control system.

Soon, all Epta plants will obtain OHSAS 18001 certification (Occupational Health and Safety Assessment Series), while it should be emphasised that all Epta products have the CE mark, certifying all components in the scope of the PED (Pressure Equipment Directive), such as compressor packs and systems.

What is more, the Group's products are certified by an external body, **Eurovent**, which guarantees the performance and authenticity of manufacturer declarations, through independent verification. Our company is one of the founders of this European voluntary certification programme, as we have always maintained the importance of being able to rely on objective references, particularly in evaluating levels of energy consumption.

Finally, in order to guarantee continuous improvement of products and processes, **Epta** has reorganised its production facilities according to the principles of **Lean Manufacturing**. By adopting this methodology, we promote an industrial philosophy resulting in minimum waste and, in the end, no waste. **Kai-zen**, signifying **change for the better**, means practising product design that incorporates consideration of production problems, a **Just in Time** waste management policy and a **Total Quality Management** approach for more rational use of systems.

Technology

Technological innovation is a special characteristic of **Epta** products, with their high performance at the top end of the market. The Group invests in innovation to make the difference: every year investments in **R&D** amount to over **2%** of **consolidated turnover**.

And some examples of excellence bear witness to our success in this aspect: **ZERO*/EXTREM**, a revolutionary technology enabling 20% reduction of energy consumption compared with traditional models, where perfect food conservation temperatures are maintained, **by evaporating refrigerating fluid at 0°C without defrosting cycles** – something held to be impossible up to today. This is in addition to the important success of our **CO₂** systems which, following increasing restrictions on the use of synthetic refrigerants, encourage **using carbon dioxide** as a natural alternative, with the advantage of gradually **reducing HFCs**.

Ecology

The question of **eco-sustainability** – always underlying **Epta's** decisions – becomes increasingly central and relevant. Epta supports use of **low environmental impact solutions**, such as **top covers** on frozen-food units, **clear double-glazed doors** on chilled vertical units, **HFC-free** foams and natural refrigerants such as hydrocarbon, used for our new **Plug-in Sound Green Energy**.

In 2010 **Epta's** plants in Hendaye (France), Bradford (UK) and Limana (Italy) were awarded conformity to **UNI EN ISO 14001**, attesting our company's total respect for the environment, in all **phases of the production process**.

As far as energy-saving is concerned, efficient reductions in consumption are guaranteed by the process of **optimising aeraulics**, keeping the cold-air inside the unit and not dispersing it in the aisles. Introduction of LED lighting – lamps with low energy consumption but high performance – ensures an average of **30% reduction of energy consumption**, and **approximately 50,000 hours** of reliable operation.

Lastly, the Group has decided to invest in restructuring our factories, to adapt them to more modern criteria of efficiency and to reduce wastage. In our Limana factory, for example, we have installed a 1 MW cogeneration plant, able to cover **80%** of heating and electrical requirements, while a photovoltaic plant of over 1.5 MW is being installed to generate electrical energy. Rejected warm air is used for the paint ovens. These decisions have led to a **16%** saving in consumption. And the new spraying line, with its extra washing cabins and stations, has almost doubled productivity compared with the past. It has a **weekly saving on paint of about 300 kg**, with a **30%** reduction in **energy and water** consumption.

Passion

Epta's social responsibility lies in the overall **value** that we generate in favour of the **community**, of clients, shareholders, staff and suppliers. Our people have one passion in common: to do it better, as shown by our systematic "listening" approach – **Voice of the Customer** – that enables us to align our range's characteristics and performance to the express requirements of clients. Furthermore, **custom solutions**, conceived in synergy with retailers, enables us to develop units whose design, attention to detail, appropriate materials and functionality, can exploit and personalise all types of food retail store.

Our employees are our most important resource, and their wellbeing is fundamental for our success. **Epta** commits to **develop competence and stimulate capacity and potential of our human resources**, so that they may be fully realised in reaching objectives. Every year, we offer our best managers the chance to follow courses at the best international business schools and to **capitalise on professional experience abroad**, encouraging personnel development and the spread of a culture based on **integration and cooperation**.

Epta believes it is fundamental for the constant progress of the whole sector to share our *know-how* with professional operators through training activities. To this end, in the UK we have created a **Training Centre**, for engineers and specialised technicians, “**City and Guilds**” certified, with the aim of diffusing knowledge of CO₂ technology and its advantages, based on positive results developed through **Epta’s installed refrigeration** systems.

NEW FOR EUROSHOP 2011!

▶ EUROCRYOR: SOLUTIONS FOR HIGH RANGE REFRIGERATION

At EuroShop 2011, **Epta** presents **for the first time, at international level**, in its booth, the **Eurocryor** lines of plug-in, assisted self-service refrigeration units. **High-end solutions**, personalised, flexible, with refined and modern design, studied for the needs of specialist retail, from the **themed areas of large points-of-sale**, such as **butchery, delicatessen and areas dedicated to local products and the Horeca sector**. In collaboration with **Epta Concept**, a multidisciplinary team of professionals ready to satisfy retailers' every request, original and welcoming spaces have been created which indirectly improve the client's interaction with the products and exhibition space.

Intense competition experienced in the medium and large food retail multiple sectors, means resorting increasingly to strategies that create an **effective store atmosphere**, uncovering new opportunities of creating value for the consumer and distinguishing elements for the offer system. Stores must **take possession of a coherent value system** to construct a **point-of-sale image** which 'reinforces', in a certain sense, that of its target clientele. Purchaser profiles, moreover, are becoming increasingly 'unprincipled', unpredictable and disloyal – and more susceptible to sensory stimuli, rather than being rational or practical. They are described as "*store based*", because their choices are based only on information acquired with the stores. Consequently, enlarging our product range of **custom solutions** is in perfect line with latest sector trends and will further reinforce the Group's leadership.

Design, merchandising and energy saving – cornerstones of **Epta** production – will be maintained and developed, thanks also to **Eurocryor** production, in order to respond in a full and timely manner to the needs of prestigious points-of-sale, large and small, the world over.

With this acquisition, **Epta will consolidate** its **presence** on **European** and **Middle Eastern** markets, where demand is growing, and will become unchallenged leader of **custom solutions**. "*The operation which brought Eurocryor into the Group,*" comments Global Commercial Operations Director, Daniele Marongiu, "*is part of Epta's wider programme of development and expansion that, for more than thirty years, considers only solid and qualified companies as ideal partners with whom to face new market challenges, in a situation that is increasingly competitive and in constant evolution*".

At EuroShop two lines of highly-customisable units **will be presented: Classic Line** and **Flexible Line**. The first is **versatile, functional**, space-efficient and panoramic, with **refined design** and total attention to detail. The **second** is ideal for **complex formations** and offers maximum flexibility in order to exploit display layout and enhance communication between operator and client.

► NEW COMPRESSORS AND CO₂ SYSTEMS

- **EptaCube** is Epta's new **Plug & Play** compressor-pack, ideal for smaller points of sale.

Quality **EptaCube** was conceived with the specific aim of reducing **noise** by 20%, compared with traditional solutions.

Technology With a **power output**, at medium temperatures, **up to 30kW**, **EptaCube** is the most silent compressor in its category, thanks to the **aeroacoustic fans** installed. Made in high-performance composite material with 7 blades and with a **revolutionary design**, they also provide a big **reduction of energy consumption**. Lastly, special attention has also been paid to the polyamide collars fixed to the tubing, to the various elements subject to vibration and to the rubber supports on the base, to ensure a low level of noise over time.

Passion **Maintenance** of the new compressor-pack has been studied so that it is extremely **simple: easy access** to filters and all installed components helps **technicians** to carry out maintenance comfortably and **without difficulty** on the complete pack. **EptaCube**, in conclusion, is flexible and customisable – for example, you can choose from various controllers and oil regulation systems.

- Also starring, the new versions of **Eptagreen**, natural refrigerant compressor-packs.

Quality **Quality solutions**, that are extremely **safe**: the unit has an integrated power electrical panel that is prewired, with magneto-thermal protection and back-up with low electronic and high electromechanical pressure. Lastly, an **optoelectronic alarm sensor** is installed on the horizontal liquid receiver, to signal when refrigerant level is low.

Technology **Greater efficiency and energy-saving**, based on **Inverter** technology, which enables **continuous modulation** of refrigerating capacity, adapting power to load requirements. **100% reliability** is ensured by correct lubrication of components inside compressors and by electronic control of oil levels.

Ecology A **totally eco-compatible solution** which, using a natural **CO₂** refrigerant, guarantees optimum performance in terms of **GWP** (Global Warming Potential) and Total Equivalent Warming Effect (TEWI).

CO₂ technology can be used in various types of system and the most common one used in points-of-sale is the **cascade application**. This system is adopted for low temperature units with positive results in **energy efficiency** and **about 30% reduction in emissions** responsible for the **greenhouse effect**. Using R744 (CO₂) refrigerant also allows savings in energy cost **between 6% and 15%**, compared with synthetic refrigerant.

Passion

Component layout makes for easier control operations and technical intervention, also **reducing costs**. These solutions, compact and easy to install both **outside** and **indoors**, can be **configured** according to specific user requirements.

The range of **Epta** compressors is made up of:

- High power compressor packs:
EptaGreen; EptaBerg, also available in 2-Level, Plus and Multispeed versions.
- Medium-high power compressor packs:
EptaGloo; EptaGloo Multispeed; Energy System Plus
- Medium-low power compressor packs:
EptaCube; Energy System Plus Combi; Energy System 200 – 300; Integral System

▶ THE NEW PLUG-IN LINE

- Totally new the **plug-in units**, designed to rationalize display space in points-of-sale.

Quality

Excellent visibility, enormous **flexibility**, **versatile display** and **low consumption**. These are the special characteristics of the new **Plug-in** line, ideal for exploiting all types and sizes of sales area.

Technology

The **Concert Line Ultra by Costan/Energia by Bonnet Névé** is a versatile modular line, which adapts easily to *retailer* requirements. With its products **Ouverture /Onwave 2**, **Opera /Offlip 2** and **Opera SV/Curl 3**, the line offers **two** different **fronts**: one in polycarbonate, which does not require trolley protection and the second in metal, with a stainless steel trolley protector.

Their dimensions permit greater load capacity: Ouverture's Large/Onwave 2 version is 2.000 mm high and 845 mm deep, while **Opera's Narrow/Offlip 2** version is the same height and has a total depth of 705 mm. The **Opera SV/Curl 3** counter is 1.470 mm high and 705 mm deep.

Moreover, **Ouverture** and **Opera's HP (High Performance) versions** have **improved air flow** and a **honeycomb structure** that create an air curtain to ensure correct product temperature, and to avoid cold aisles. Lastly, these models have **double isolating back panels** to guarantee product temperature whilst reducing conducted energy loss.

Ecology

The line can also be supplied with a configuration comprising higher performance evaporator fans, LED lighting and night-blinds.

Costan

Concert Ultra Line

Ouverture vertical depth 845
Opera vertical 705
Opera SV 705

Bonnet Névé

Energia Line

Onwave 2
Offlip 2
Curl 3

► ENERGY SAVING: THE REVOLUTIONARY ZERO°/EXTREM TECHNOLOGY

- **Extraordinary technology**, offering performance up until now considered impossible and guaranteeing **genuine advantages for the environment**.

Quality

Energy Saving performances of refrigeration units have been tested at an ambient temperature of 25 °C, with 60% humidity, at independent Dutch laboratory TNO, accredited as official **Eurovent** tester.

Technology

Innovative technology that maintains correct temperatures for Food conservation, with refrigerant evaporating at **0 °C**. A result until today thought to be impossible, since traditional solutions available on the market have an evaporating temperature between - 7° and - 10°C.

Energy saving derives from **constant operation** 24 hours a day, guaranteeing perfect conservation of goods on display, **without** need of **defrosting cycles**.

Ecology

An **important success**, that will enable **reduction** of energy consumption by **20%**, compared with traditional commercial refrigerating solutions and will significantly reduce CO2 emissions, making a contribution towards reaching the client's aims of eco-sustainability.

Passion Our company firmly believes in finding solutions aimed at **safeguarding the environment** and energy resources and we invest over 8 million Euro per year in this. **Zero°/Extrem** therefore represents our contribution to the development of a **sustainable economy**.

► **RETAIL AND INNOVATION: NEW DESIGN ELEMENTS FOR CHILLED VERTICAL UNITS**

- With a view to **continuous improvement**, **Epta** presents **innovative design elements**, which **enrich their offer** of positive temperature vertical units, combining **excellent product display** with **maximum energy efficiency** and **minimum environmental impact**.

Quality Ideal for displaying **fresh foods**, the new models considerably **reduce** the dispersion of **cold externally**, improving **conservation** of goods and **comfort** of people inside the point-of-sale. Moreover, performance of the new units has been tested in **conformity with UNI EN ISO 23953-2**.

Technology **Aeraulics** have been further **optimized** to adapt their performance to ambient running conditions. This research has enabled finding of more reliable solutions that require less maintenance. For example, units have fans and high efficiency **evaporators** mounted as standard

Ecology Compared with an open unit with night curtains, **single pane** doors ensure **energy saving of 25%**, while the **double-glazed** version exceeds **50%**.

Passion Innovations introduced by **Epta** contribute towards making **the environment more pleasant** and increasing the **time spent** by consumers in the point-of-sale, thereby improving *retailer* performance.

New design and more rational organization of products on display: **modular shelving**, with dividers, enable separation of the various categories of products and increase the breadth and depth of the range. **Transparent shelving** and **minimum profiles**, moreover, result in a more open appearance, for the unit, and strengthen the overall **display**. Lastly, doors have **ergonomic handles**, easily seen by the user, offering **easy opening** and access to goods on display.

▶ “SOLO” THE UNIT BY GEORGE BARKER

- **Plug-in**, designed to **conserve** ready-made, meat and dairy products, delicatessen, and salad, is available in **Standard** or **Bellavista** versions, the latter with enhanced aesthetic and profile.

Quality

Conceived to meet the most demanding display requirement, **Solo** is designed in full **conformity** with **UNI EN 23593**, to guarantee a **constant temperature for products** in all conditions and in accordance with the highest **safety** standards. Long-term functioning of these new units is guaranteed by **Epta’s after-sales assistance**. With their **elegant design**, they can be installed either in **stand-alone or multiplex** mode. They have slim shelving, from 25mm, to ensure maximum visibility of goods

Technology

Developed to respond to the most rigorous specifications, in terms of **conservation** of products, **Solo** is **quiet** and reliable, and over the long term, requires very **limited maintenance**.

Highly technological, **Solo** has an **Energy Saving**, compressor system designed to modify its output according to system needs.

Passion

Solo, developed to ensure **maximum hygiene**, it permits easy cleaning by retail staff.

► **CONSUMERS: COMFORT AND PRODUCT INTERACTION - NEW COVERS FOR HORIZONTAL UNITS FOR FROZEN FOOD *TORTUGA2/COSMOS 4ECO***

- A new **ergonomic** design for deep-freeze cabinets, created to promote **energy saving** and improve **comfort** for professional operators, product handles and consumers.

Quality	As guarantee of their top quality , performance of the units, with their new sliding covers, has been tested in conformity with UNI EN ISO 23953-2 .
Technology	The new system of closing is designed so as to increase the unit's access opening space by 66% to 100% and facilitate interaction with products. The 1250mm modules have frame-less glass and minimal structure..
Ecology	Epta monitored performance for one year of Tortuga2 by Costan/ Cosmos 4ECO by Bonnet Névé with the new covers and found a reduction in energy consumption of 46% .
Passion	Ergonomic Researchers' main aim was to verify the potential and usefulness of analysis - that is to say, the study of needs, roles and various ways of interaction of staff and consumers with the units, in order to facilitate for them repetitive operations of loading and product access.

► **CONTINUOUS RUNNING: RELIABILITY AND COMPETENT SERVICE**

- In **food retail stores**, the refrigeration cabinets must have constant efficiency. So **Epta** offers a complete range of solutions also for **Service** and **Customer care**, guaranteeing **competency** and high quality before- and after-sales assistance.

Quality

Epta, by means of **remote monitoring** of systems installed, is able to make **timely diagnoses** of problems, configure new functioning parameters and analyze performance of systems and energy consumption. The **Telesurveillance** service developed in many countries, including **Germany** and **Italy**, is active **24 hours a day, 365 days a year**. A cleaning service is also available for units, starting with normal cleaning up to complete hygienic deep-clean.

Technology

Epta is able to be a “**main contractor**”, whether supplying single units, or assisting clients with **overall design** of a refrigerating system layout, preferring to install solutions based on natural refrigerants with **low environmental impact**.

Ecology

Epta is available for **retrofit operations** on units, bringing them into line **with respect to** new regulations and improving running efficiency and performance of existing units. To this end, **Epta** can replace or add doors or covers to vertical and horizontal units, install new more efficient fans to favour energy saving and improve illumination systems through the use of **LEDs**.

Lastly, **Epta** supports *retailers* in the application of **CE 2037/2000** regulations, designing new systems or converting existing ones, by substituting R22 gas with refrigerant from the R422 series, without structural modifications. This service is a great opportunity to safeguard the environment, and will make a considerable contribution to reducing emission damaging to the environment.

Passion

Wide assistance coverage, at a **European** and **worldwide** level, with over **400** assistance centres throughout **Italy, Germany, France, UK** and the **Middle East**. Moreover, efficient logistics guarantee maximum availability of spares, during service intervention. The Group offers **personalized** and **All-Inclusive contract** of assistance and maintenance for all installations, with response times less than 4 hours from reporting of breakdown. The experience and high professionalism of our technical staff allows us to install and maintain **40.000 units per year**.

Q&A WITH DANIELE MARONGIU – *Global Commercial Operations*
Director

What are
Epta's commercial
strategies
for the future?

“**Epta**, in the future, will consolidate its offer in Europe whilst also continuing to focus on localisation in countries with strong economic growth, favouring selective investments in emerging markets. This strategy will allow us to follow the major operators in the retail sector who we already serve, with the aim of increasing the market share of each of our clients, and consequently our market share, overall improving client/product margins.

Furthermore, the Group expansion drivers consist in the search for new **business opportunities**, on an **international scale** and thorough protection of these areas undergoing development, where the synergies between our products' characteristics, the market and the clients open up the greatest number of possibilities. The areas of interest of the Group are basically three: South East Asia, South America and Eastern Europe. With regards the first, **Epta**, flanked by its historical partner VSD Engineering, acquired an important geo-competitive advantage and will play a key role, amongst the local players, in **Singapore, Malaysia and Brunei. In Argentina and Columbia, the Group, thanks to its representative offices in Rosario and Barranquilla, registers yearly growth rates of 20-25%. The third localisation is the imminent opening of a new Epta office in Hungary, a particularly interesting territory given its geographical position between east and west, an economy open to the investment by foreign capital and the local presence of qualified resources.** Our attention towards the regions of Eastern Europe is driven by **highly ambitious goals**: we intend to reach a turnover of 7 million euro in the first year, 27 million in the second year, 44 million in the third, and then reaching by 70 million by 2015.”

- **Epta stands out for the high level of personalisation of its solutions. What are the advantages for the sales outlet?**

"The fierce competition within the sector, is pushing the retailers towards **increased understanding** of the role played by a **sales outlet**- to determine the purchasing behaviour of consumers and in promoting their brand **loyalty**". The new levers regard both the physical structure of the sales outlet, for example the **design** and **layout** of the equipment which make up the display area, and the nature of **product interaction**. In the light of these considerations, continues Daniele Marongiu, it's evident how Epta's strategy to develop high-end design, paying particular attention to detail, answer these needs. Personalisation of the display area, that is unique and exclusive, is a result of our ability to listen to clients and identify the best solution for each store, whilst the **style** which adds value and **originality** to sales outlet assists in increasing its **profitability**. **Specialisation in the art of presentation** of products permits us to distinguish ourselves as partners for the large scale retail trade, developing new formats, specialised stores and the **Ho.re.ca** (an Italian National Consortium of Distributors) segment where, more than in any other context, store image influences the perception of quality. This is a sales channel of increasing interest for the Group, of which is already a key player with its star brands: **Eurocryor** and **Misa**, thanks to which Epta will promote new synergies and consolidate their leadership position.

Q&A WITH MARCO MASINI – *Marketing Director Epta Group*

● How did Eptology start?

“Being a **leading Group** and **living responsibly towards the future** : A vocation for **eco-sustainability**, that began for Epta, with the “**Value of Energy**” theme in 2008 and was then developed as the new **Eptology concept**, which took it a stage further. A concept rooted in a culture of total quality, where the aim of science is to develop technology founded on efficiency and on **safeguarding the environment**, in a dimension of excellence where the passion of employees and clients every day makes a difference. With *Eptology*, our company indicates a new direction that we call “**The Epta way**”, enabling us to reconcile social progress with increased competitiveness on the market.” Lastly, this innovative approach is in line with recent developments in the sector, which require personalized solutions to preserve product quality and exploit the unique nature of points-of-sale, while reducing energy consumption and overall running costs.”

“One of *Eptology’s* most innovative values –Marco Masini continues - is **Passion**, meaning the company’s capacity to stimulate and promote individual creativity and professional competency, to pursue growth that must be virtuous and create value and riches, for our clients too.

● What is planned for safeguarding the environment?

“**Epta** evaluates the potential environmental impact of its products and processes using objective and independent methods such as, for example, **Life Cycle Assessment**. With this operational tool, **Epta** quantifies energetic and environmental loads, for the entire life cycle of its products. This choice stems from a desire to contribute to **social progress**, integrating elements of ecology into company operations: from design, to manufacture, right through to final waste disposal. Moreover, Epta has adopted a **sustainable purchasing** policy, conserving resources through more rational use and more careful planning. We also collaborate with our suppliers to ensure that they recognize the importance of reducing the effect on the environment of their products and logistics.

Another important aspect of our **company environmental strategy** is **waste management**, which must also be sustainable. So **Epta** accepts its responsibility to **recycle materials**, where possible.

Lastly, proper coordination between delivery times and production planning enables us to reach the double objective of reducing energy consumption and emissions”.

● **What are your long-term development aims?**

“At Epta we have started a project for **ideal development** called ***Future Now: Supermarket 2100***, a sort of *Open Research Environment* to elaborate themes of possible trends and technology of the future. Imagining operative processes of development, looking at the long-term, helps us to look clearly at the present. Today and for the coming 3 years, we are working on **multigenerational scalable platforms**, incorporating high technology. These, in short, are *concepts* coming from unorthodox technology for the sector. By reworking it and adapting it to our needs, we can offer clients new perspectives and ideas for their consideration, for a solid and sustainable business, to the advantage of all of us **eco-consumers.**”

THE COMPANY IN A NUTSHELL

- ▶ **Company name:** Epta S.p.A.
- ▶ **Head office:** Via Mecenate, 86 – 20138 Milan – Italy
- ▶ **Activity:** Leading European group and global partner in commercial refrigeration for Food Retail Multiples
- ▶ **Company capital:** 53.000.000 million Euro, without dept
- ▶ **CEO:** Sergio Chiostri
- ▶ **Employees:** 2500
- ▶ **Number of products:** ~ 10.000 products
- ▶ **Web site:** www.eptarefrigeration.com