

**PRESS FOLDER**  
**EPTA@HOST 2021**

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 **EPTA @Host2021**

**Epta**, multinational group specialised in commercial refrigeration, boasts a competitive position in the diverse areas of business and is well balanced geographically thanks to its commercial brands **Costan, Bonnet Névé, Eurocryor, Misa, Iarp e Kysor Warren** and sub brands **EptaConcept, EptaTechnica e EptaService**. Headquartered in Milan, Epta can count on a staff of 6,000 and a worldwide presence ensured by direct and indirect technical-commercial presidia in more than **40 countries** and **11 production facilities** in Limana, Solesino, Casale Monferrato and Pomezia in Italy, Hendaye in France, Bradford in the United Kingdom, Columbus in the USA, Rosario in Argentina, Corlu in Turkey, Qingdao in China and Cha-am in Thailand.

The Group stands out for its ability to anticipate the global trends in terms of **innovation and sustainability**, contributing to the success of its clients in **Large Scale Retail, Ho.Re.Ca. and Food & Beverage sectors**.

**Your #futurevolution.  
"The Epta System"**

This is the fil rouge of the presentation of the group at Host. It expresses the tangible approach Epta puts at the **service of the Ho.Re.Ca. and Food & Beverage clients**. The participation in the exhibition will also be the opportunity for Epta to celebrate the recovery of the hospitality **world** and to present "The specialists for your specialities". These are the most recent solutions of the specialised brands Eurocryor, Misa and Iarp that stand out for their **unique design, carbon footprint reduction** and **technological evolution**.

## The Epta System

### A Sustainable Innovation system

The Epta System is Epta Group's vision, founded on the guiding principle of **Sustainable Innovation**. It is a legacy of values, experiences and **technological ethics** that guide the **innovation process which has evolved through corporate responsibility**. Broadly defined, sustainable innovation for **Epta** can be described as anything new that brings ideas, processes and products able to **minimise the impact on the environment**, improve **the well-being of people** and ensure **economic development**, all at the same time. An orientation that is reflected in **every aspect of business life**, in numerous projects, from the reorganisation of production, to the promotion of open innovation and to the creation of advanced systems and technologies. For many years now, **R&D at Epta** has been investing in sustainable development. To achieve this, Epta creates solutions designed **to reduce the environmental footprint**, whilst achieving **outstanding performance standards** and **safeguarding the work of people**. Epta has welcomed the challenge and the **solutions** on show at **Host** are tangible **evidence** of this **cultural evolution**.

## EUROCRYOR PURE ITALIAN STYLE

At the centre of the stand is the **Eurocryor** brand, which offers shops such as patisseries, butcher's and artisan workshops solutions in "**Pure Italian Style**", completely **personalised** in the aesthetics, shapes, colours and materials, able to **enhance the personality** of every shop. With Eurocryor, the ongoing **search for excellence** expresses itself in the enhancement of the **presentation**, as well as in the study of unique **technologies** which contribute to improving the **preservation** of each type of product. Representatives of the Eurocryor vocation, the cabinets of the **Stili range** for the Pâtisserie world and Butcher's are at the heart of the display. Particularly worthy of note is the winning solution of the prestigious **Smart Label: Visualis** for meat, equipped with a special **Adaptive System** that regulates the operating parameters of the cabinet with **continuous adaptation** to the environmental variations, to ensure optimal performance in terms of **temperature** stability and maintenance of **humidity**.

### **Stili is excellence, elegance and innovation**

One of the newest entries to stand out is the **Stili** range, dedicated to "food specialists". A marriage of flexibility and personalisation, the range is designed to effectively satisfy any design need, including the most complex. Strong point of the range are the unprecedented presentation methods, thanks to the cabinets made to **measure to the millimetre** and an infinite collection of **finishing** materials.

### **The perfect combination between ergonomics and visibility, with respect for the environment**

A tangible example of Eurocryor quality, the cabinets of the **Stili range** for the **Pâtisserie** and **Butcher shops** are the core of the exhibition. Worthy of particular note is **Visualis**, which merges **visibility of the products** with maximum **comfort for personnel**. To confirm the

**innovative** capacity, the cabinet recently received the prestigious **Janus de l'Industrie** in France. The solution design, realised also considering the restrictive indications of the French Assurance Maladie, comes from the desire to guarantee personnel a **correct posture**, bending to a **maximum of 45° over the cabinet**. Numerous technical measures have been adopted, such as a **compact deck**, of just 750mm, a **tilted ergonomic support surface** without protruding sections. Together with dedicated **accessories** and the **sliding worktop** this ensures a more rational and flexible use of space, for utmost **comfort** during loading, service and customer assistance. Further key factors in the design of Visualis, whose **design and model are registered**, are the raised display deck and the **rear sliding panels** in glass. There are numerous advantages of this characteristic that ensures **excellent preservation** of the articles, a high **load volume** and **10% energy saving** compared to traditional solutions. This puts Visualis among the best serve-over cabinets under the new **Energy Labelling** regulation.

**An attractive superior power in pâtisseries, thanks to Visualis Pastry**

**Visualis Pastry** is the solution dedicated to the modern **pâtisserie**. It amazes for a high display deck, extra-transparent glass, absence of front uprights and rear closing panels: details designed to **highlight the delicacies on show** and guarantee their utmost **freshness**. Available also in the **Tower** version, Visualis Pastry **makes best use of the space** and creates **lively scenarios**. The display deck and the terminal ends of the model on show at Host are in Fenix NTM<sup>®</sup>, a material with a **high technological content** that distinguishes itself for its technical and aesthetic features making it ideal for contact with foods. Antibacterial and anti-mould, it has a silky feel, is anti-fingerprint, abrasion and scratch-resistant thanks to its thermal self-reparability. The aesthetics of the cabinet, inspired by **contemporary**

**town architecture** is the expression of the **stylistic flexibility** offered by Eurocryor. Its countless personalisations leave space to the Client's imagination: the **aesthetics panels** boasts a base formed by an **Mdf panel** and a **coating in micro-perforated sheet metal** that suits any environment and allows to reproduce texts, logos, pictograms or images with a **great visual impact**.

**Green SMART Label:  
the winner is... Visualis  
with Adaptive System!**



This year, Epta received the **Green SMART Label of Host** for the traditional cabinet **Visualis for meat**, equipped with the special **Adaptive System**. The award is evidence of the unique quality of the solution, the central role of **sustainable innovation** in

its design and in the study of this **innovative technology**, available for all the closed models of Eurocryor Stili range.

It is a **refrigeration management system** that regulates the operating parameters of the cabinet. The **continuous adaptation** to the ambient variations ensures optimal performance in terms of **temperature** stability and maintenance of **humidity** inside the cabinet, for a **longer shelf life** and **reduction in energy consumption**.

**Adaptive System, to improve  
preservation stability**

For a professional of the sector, the maximum enhancement of products occurs through dedicated and specific preservation of the foods that guarantees **optimal display** and allows customers to appreciate the **quality** of the products, the standard of service and the **care** and management of work.

**Adaptive System** is particularly useful for cabinets dedicated to the preservation of foods subject to a natural **loss of moisture and therefore weight**, such as meat, pre-cut sliced meats, salami, dairy products and fresh pasta, to ensure **better appeal** and **maximum sales revenue**. The advantages are proven: compared to a traditional on/off system, the Epta Adaptive System guarantees a reduction of **9% of energy consumption**, **+3% of average humidity** on the product and an increase of **+1.5°C of the average evaporation temperature**.

#### Limitless personalisations

Worthy of note is also the traditional **Bistrot** model, whose strong points are **minimalism and versatility**. Thanks to the numerous **modules that can be combined**, ranging from the **semivertical** to **Torre**, to **Tavola Calda**, these furnishings attract the Customer's eye and **emphasise the assortment** and quality of the fresh products. The special version on **show at Host** presents an **innovative design** in **stainless steel**. This is an **ideal material** for the **interiors**, the **countertop** – ensuring hygiene and cleanliness – and the **outside**, where the decor in handmade **brushed stainless steel** becomes the expression of the fusion between **industrial technology** and the **artisan skill** of **Eurocryor**. The folds of the front are worked by experienced operators, to create a "Curtain" effect with irregular ripples, inspired by the external cladding of the industrial plant in the **Vitra Campus of Weilm am Rhein, in Germany**.

#### Revolutionary technology in the butcher shop

With Eurocryor, **technology** unites beauty and maximum freshness. **Dynamic System** improves the **preservation of meat** and maximises sales in the **butcher shop** and in meat departments. The **patented** system, successfully implemented by Epta and dedicated to serve-over, remote and integral cabinets by Eurocryor, **preserves the food for several days**, without having to put it back into the coldrooms

overnight, maintaining the organoleptic and aesthetic characteristics unaltered. It ensures a reduction in temperature fluctuations in the products displayed, **maintaining humidity at values above 90%** without the use of humidifiers and a limitation of the **average weight loss of meat to 0.12%** compared to the average 3% of a traditional system. These advantages translate into a considerable saving of time for the operator as well as limited trimming of meat surface, with a view to sustainable innovation.

**The ingredients of Soul:  
versatility, elegance and  
an eco-friendly touch**

The Elements family of Eurocryor expands with **the new version of Soul**, a line of **semivertical** cabinets dedicated to the presentation of **cakes and fresh pastries, gourmet rolls and soft drinks**. Modern and versatile, Soul is designed to respond to the need of patisseries and bakeries, motorway restaurants, petrol stations and dine-in corners in stores. The distinctive features of this cabinet are the **quality of the materials**, such as stainless steel for the interior and its **maximum efficiency**, ensured by an **eco-compatible design**. A **sustainable approach** confirmed by the adoption of the natural refrigerant propane **R290, LED** lighting on the head ceiling as well as on the three shelves, and the **rear sliding glass panels** in low-emission double glazing, for optimal preservation and minimum consumption. **Three versions available: Soul and Soul B, serve-over and tilting front**, respectively, with curved superstructure for Soul, to give a sinuous note and a touch of fluidity to the environment and with straight superstructure for Soul B, elegant and essential, which follows the geometry of the cabinet becoming an almost invisible frame for the products. The **Soul LS** open model is also available in the **self-service** solution, characterised by attentive ergonomics, to improve interaction with the customers.

**MISA MASTERY IN COLDROOM**



At the stand, guests can also discover the **Mastery in coldroom of Misa** in the design, production and installation of **coldrooms** for storing products at positive, negative and double temperature, ideal, for example, to realise large kitchens. Synonymous with **flexibility** and **functionality**, thanks to the **speed of**

**assembly**, the numerous **configurations**, **accessories** and **personalisation**, the Misa systems are a concentrate of **technologies**.

**Excellence in the details**

Ensure both maximum **food safety** and extreme **flexibility**: this is the challenge won by **Misa** for the coldrooms dedicated to kitchens and laboratories. The panels can be combined to create **coldrooms to measure**, with dimensions, doors and accessories requested by the client. Epta boasts exclusive technologies and numerous patents, such as **Fast-Fit and Fastener**, systems designed to guarantee fast assembly and best panel alignment, necessary for a perfect thermal and environmental insulation of the coldrooms. In addition, **DOW Pascal™ Pro** technology helps to make the Misa coldrooms unique, for a **thermal conductivity** value of  $\lambda$  **0.0205 W/mK**, one of the lowest on the market.

**Protection against microbes and bacteria**

The key word is also *Food Safety*. Misa solutions are treated with the innovative antibacterial system with silver ions **Epta Food Defence**, for total protection, **24/7** and permanent for all its useful life. A tangible example of sustainable innovation, it is a **patented**

**technology** and designed to improve the food safety of products inside the coldrooms and able to prevent, combat and **eliminate numerous species of bacteria**, including the best-known and dangerous, while ensuring **antimicrobial activity**.

### Impeccable space management

Misa solutions on show at Host feature the **KLC** coldrooms for **fresh and frozen products**. **Flexible and adaptable** in any configuration, they are **available from 40cm**, with a modularity of 20cm, to **optimise space**, and are quick to install in any environment. It is possible to opt for **panels of 60, 100 and 130mm**, external and internal finishes in **stainless steel** and **hinged** or **sliding** doors.

### Solutions for every need

Worthy of note are also the air condensing units **DropIn Air-cooled** and the **monoblock Freeblock Misa** designed for average and low temperatures and equipped with electronic touch control panel. Performing and sustainable, thanks to the use of **R290 refrigerant**, they are able to respond to the needs of an increasingly eco-friendly market. The **Drop-In** features **simplicity of assembly** and extreme compactness, guaranteed by the housing of the unit on the ceiling of the coldroom. The **Freeblock**, instead, includes the installation of the evaporator in the inside of the panel and of the condensing unit, compressor and electric parts on the outside, for a **greater load capacity**. Furthermore, the compressor of the Drop-In and Freeblock is hermetically sealed, pre-loaded and tested in the factory, **ready for immediate use**.

## IARP PLUG IN POWER

The ability to **evolve** is more essential than ever for the success of the Ho.Re.Ca. and Food&Bev world. **Epta**, with the **Iarp** brand, is involved in the design of **refrigerated furnishings** characterised by the highest level of **personalisation** and maximum technological potential, opening the way for the spread of **digital transformation** in the sector.

### Emotional value

A tangible example of the **innovative power** of the brand is **Iarp Cool Emotions**, a vast range in continuous evolution, able to respond to every display need, from **bars, to ice cream parlours to restaurants**. A full family of plug-ins of an urban chic style and a homogenous look&feel, the Iarp Cool Emotions is made unique by the **LED lights** on the **external profiles** of the cabinets and by the possibility of customisation with **digital print directly on the sheet metal**. A combination of **aesthetics, flexibility and technical performance**, these plug-ins also set themselves apart for their **reliability and sustainability**, thanks to the choice of **natural gases** (R290 and R600a) and of a specific refrigeration system that ensures a high level of operability, **reducing maintenance interventions**.

### Innovation and sustainability in ice cream parlours



The new entries on show at Host include the **scooping Delight** for bulk ice cream, available in the new releases with **16, 18 and 20 containers**. Solutions designed for a higher profitability of ice cream parlours, they increase the emotional factor, crucial in increasing **impulse buying** on which growth of the category is

based. They are cabinets able to enhance both the quality of the vast assortment, the genuine ingredients and the authentic taste of creamed ice cream, and the new products, such as vegan products or products designed for consumers with food intolerances. Furthermore, the new models are characterised by **large transparencies** designed for a **total visibility** of the flavours on show. Moreover, they feature the exclusive **sliding closure** with low-emission glass of the **internal section**. An innovative design, for numerous advantages: optimal **preservation** of the product that is always **inviting** to the eyes and **easy to scoop**, greater **comfort** for the operator, protected from temperature changes, and **hygiene**, for a superior food safety. This construction detail, merged with the adoption of **LED** lighting and **Propane R290** as the most efficient and ecological refrigerant compared to traditional ones, contributes to positioning Delight among the **best-in-class cabinets** under the **Energy Labelling** Regulation, in force from 1 March 2021 in all countries of the European Union.

### From plug-in... to smart vending

The event will be the opportunity to preview the potential of the innovative digital technology **VIPay**, applied here to the vertical **Glee 45** for packaged ice cream of **Iarp Cool Emotions**. **Flexible and versatile**, it is available also on other positive temperature models of the Epta brands and is designed to transform them into smart vending solutions, with payment by **credit card** or **APP** via smartphone. The application areas are infinite; thanks to VIPay, it is possible to install smart vending inside **offices, gyms, canteens**, up to the **restaurant area in supermarkets**.

## Urban Style inspires Coldistrict



**Iarp** presents a preview of the new **Coldistrict** range of vending machines for **cold beverages, snacks** and **ice cream** at Host. This innovative range of **green solutions** is a true **evolution** in terms of **technology, aesthetics** and **simplicity** of use. A new collection able to seize even the **opportunities for consumption** that come from current social-health rules and new structures of community life. The **universe of vending solutions** by Iarp makes **respect for the environment** its strong point: powered **by R290 propane gas**, the models already respond to the restrictions of the **F-gas regulation**. This range embodies the principles of **sustainable innovation** of the Group and, designed following **ecodesign principles**, sets itself apart for maximum **efficiency**.

Numerous **models** are proposed. The solutions for snacks and beverages include **Brera**, with **six selections**, in the Master and Slave versions, **Chelsea**, with **eight selections** and **Trocadero**, new to the range, with **10 selections**. To finish, Iarp, as the only brand on the market to offer **negative temperature vending machines** presents **Brooklyn**, with **six selections** dedicated to ice cream. The new Coldistrict range fits into any context, from **offices** to **universities** to **treatment centres**, to **railway stations**, to **metro stops** to **town districts**. The **versatility** of Coldistrict is also reflected in the **completely personalisable design**, thanks to the application of **stickers** or **digital prints** on the glass and metal surfaces. The **eye-catching aesthetics** and the **full-glass doors** enhance the products on display, stimulating impulse buying further.

Finally, to respond to the needs of an increasingly digital world, Iarp focuses on **technology** and **connectivity**. In addition to the four-inch **touch display, customisable** with images and promotions, Coldistrict presents the possibility of inserting a **two-directional connection device**. It is a tool designed specifically to offer clients a **complete system** able to **remotely control the performance** of the vending machine and provide a real-time report on **purchasing habits**, supporting the operators in defining the strategies most suited to **increasing sales**.

### **Shopping online, with the Iarp platform**

**Epta** launches the new **Iarp e-commerce platform** for the Italian and French market. An important step forward in the digital strategy of the Group to stimulate online sales, **offering players of the Food&Bev and Ho.Re.Ca sector** a dedicated site studied in detail for an engaging shopping experience. This platform, supported by **technological and logistical innovations**, boasts **user friendly navigation** and real-time visibility of **stock availability**. Iarp customers can now enjoy unequalled access to all the ranges and latest novelties, **exclusive services and simplified payments**. Lots of information is available to users, including **detailed product specifications** with description, fields of application, images, measurements, **energy class**, accessories and technical characteristics presented in an even more intuitive way thanks to the use of **icons**. The platform allows the client to **personalise the cabinet both with graphics proposed by Epta** and proprietary graphics, to make **every furnishing unique** and enhance the **design of the premises**.

## EPTA SERVICE, GREAT EXPERTISE AT YOUR SERVICE



"Great Expertise at your Service" - support Clients of the Ho.Re.Ca. and Food&Bev world, step by step, at each stage of the project, thanks

to a **highly professional team: this is EptaService**. The brand boasts a range of **services** to satisfy every need, ensuring the **highest saving** in terms of management costs, maximum **connectivity** and full **respect for the environment**. Thanks to a **staff** equipped with **cutting-edge tools**, EptaService guarantees **full assistance** and **qualified consulting**, establishing a relationship of long-term **trust** with its clients, who rely on the Group for design, installation management and maintenance. In the era of **servitization** and **digitalization**, the range of EptService solutions for the hospitality sector is further expanded.

### Stay connected!

In the area dedicated to **digital** solutions, Epta will present **LineON**. It is a digital solution that can be customized according to the customer's needs and is based on advanced connectivity to offer a wide range of features. It is able to analyze 24/7 numerous **parameters of plug-ins of the Epta brands**, such as **temperature**, moisture and **consumption rates**, for continuous monitoring to guarantee the **quality** of the products on display, reduce interventions and **improve efficiency**.

It also allows to **geo-localise** the cabinets and receive alerts in case of theft, **gather information on product sales**, and create ad hoc reports. Thanks to **LineON**, the Clients of the **Ho.Re.Ca. and Food&Bev** sector can make use of a truly complete solution and have precise feedback from remote on both the **performance**

**of the furnishings, on the habits and preferences of consumers,** giving suggestions on where to place the cabinet to enhance sales, thus transforming itself into an efficient marketing tool. LineON is available in three different modes: **New Equipment,** applied during production, with direct access to associated services; **Ready To Connect,** predisposed during production and easy to access via retrofitting; **Full Retrofit,** for a direct access straight from the store.

 **THE COMPANY AT A GLANCE**

- ▶ **Name:** Epta S.p.A.
- ▶ **Headquarters:** Via Mecenate, 86 – 20138 Milan – Italy
- ▶ **Business:** Multinational group specialised in commercial refrigeration
- ▶ **Chairman and Chief Executive Officer:** Marco Nocivelli
- ▶ **Employees:** approximately 6,000
- ▶ **Web site:** [www.eptarefrigeration.com](http://www.eptarefrigeration.com)