

















## PRESS KIT 2019

### EPTA GROUP

#### #EPTAEXPERIENCE IS THE WAY

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 **EPTA, AN ENGAGING EXPERIENCE****Epta enhances the shopping experience**

The success of a store depends on how memorable an individual's experience is. The sector has often overlooked this aspect and concentrated more on the product but, Epta, a *multinational group specialising in commercial refrigeration*, is redefining display strategies with the aim of making the shopping experience engaging, in an environment full of atmosphere and high quality design. From this perspective, the expertise acquired over the years by its brands **Costan, Bonnet Névé, George Barker, Eurocryor, Misa, Iarp and Knudsen Kølning** has converged towards a common objective: developing new systems that are reliable and technologically advanced. A global knowledge of the sector and direct management of every phase ensure the highest quality of Epta's product offer, allowing it to present to the market solutions combining quality, sustainability, innovation and versatility with aesthetics of a great visual impact, to add dynamism and vitality to the layout of every Store.

**Epta, a reliable partner**

Epta has always worked with the key players of the **Large Scale Retail, Ho.re.ca and Food & Beverage sectors** to develop a new image for food areas. Renowned globally as a value adding partner, the group is able to manage every step of the process, from the design of integrated systems and turn-key fit-outs through to after sales services

From **remote positive and negative temperature cabinets, to plug-ins and cold rooms, through to small, medium and high power plants and systems**, its refined concepts embody a vision of style, quality, elegance and good taste, that strengthens the connection between layout, products and consumer choices. This guides consumers through a **new**

**shopping dimension that is unique and interactive,** and thus able to engage them, move them and entertain them.

**The unmistakable strength of numbers**

The organisation is based on an entrepreneurial model that has internationalization in its DNA. With headquarters in Milan, **5,000 employees, 7 brands, 200,000 units produced/year,** a turnover of **more than 888 Million euro in 2017, 85% of which comes from exports,** the Epta Group is a company that is growing constantly and which aims to reach **a turnover of 1 Billion Euro** by 2020, thanks to constant investments and the acquisition of foreign brands that are leaders in their respective Countries.

**Strategic control of the value chain**

The group has full control of the value chain and maintains a direct management of all key segments thanks to a **global presence,** ensured by a strategic commercial presence in **40 Countries and 11 production plants.** Situated in Limana, Solesino, Casale Monferrato and Pomezia in Italy, Hendaye in France, Bradford in the United Kingdom, Køge in Denmark, Rosario in Argentina, Corlu in Turkey, Qingdao in China and Cha-Am in Thailand; Epta has a **total covered surface area of more than 300,000 m<sup>2</sup>.**

## 7 BRANDS, A CENTURY OF EXPERTISE

Thanks to the expertise and excellence of the brands Epta operates with, the Group is amongst the key players in its sector at a global level. Its expansionary policy involves the **strategic acquisition of Italian and foreign brands**, that are leaders in their respective market segments. The constant sharing of the **specific expertise** and **technological know-how of each brand** is the crucial factor that has led to the multinational devising new mutually integrated refrigerated solutions and diversifying its services. The extensive and personalized offer fully satisfies the needs of any type of store: from small shops, to cash & carry stores, through to hypermarkets, in any part of the world.



**Costan** represents the founding block of **Epta**. It was founded in 1946 as an artisanal workshop for the production of cold rooms and refrigerated cabinets and was acquired in 1986. The brand, that has always been synonymous with the utmost **quality, excellent service and technologically advanced and reliable products**, is commercialised through a network comprising of branches in Italy and sales and distribution offices abroad.



**Bonnet Névé** stems from a merger between two prestigious brands: **Bonnet Réfrigération** – that was founded as Bonnet in 1830 - and **Satam Névé**, that were acquired in 1988. Over the years this brand has won important awards for its revolutionary solutions, that stand out for their innovative design, merchandising effectiveness and maximum energy saving.



**George Barker** was founded in 1928 in Bradford in the UK and its core business is the design and production of **tailor made refrigerating units**. It joined **Epta** in 1999, providing a high level of know-how, which is of crucial importance in the design of highly

flexible and technologically advanced solutions for the British market.



**Eurocryor** is a brand that was founded in 1991 in Solesino, in the province of Padua, which produces and commercialises **high-end traditional refrigerated cabinets** that are ideal for fitting-out and personalising **prestigious retail stores**.



**Misa**, which was founded in 1969, specialises in the production of **commercial and industrial cold rooms**. The brand's headquarters are in Pomezia, in the province of Rome. It was acquired by **Epta** in 2011 to enable the group to extend its offer and create new opportunities and synergies too **in the Ho.Re.Ca sector**.



**Iarp** was founded in 1983 and is renowned for its **plug-in cabinets**. The brand's headquarters are in Casale Monferrato in Piedmont. Iarp joined the Group in March 2013 and thanks to its technical know-how offers major synergies in terms of the diversification of the business and the completion of its production chain. Iarp's distinctive trait is its ability to produce ad hoc plug-ins, including on an exclusive basis, for Food&Beverage sector. The brand also has a longstanding tradition in the development of solutions for the display and sale of ice-cream.



The brand specialises in the design, installation and maintenance of turn-key **CO<sub>2</sub>** systems for refrigeration and it joined the Epta group in **2015**. **Knudsen Køling's** headquarters are in Køge, a city near **Copenhagen**, and it works with Retailers and the most dynamic Danish companies in the refrigeration sector offering, since 1961, remote cabinets, plug-ins and turn-key solutions, along with the qualified support of a widespread sales network and technical assistance centres.

 **#EPTAEXPERIENCE IS THE WAY...  
FOR A NEW SHOPPING FEELING!**

**Digital revolution:  
a new challenge  
for the Retail  
sector**

The ongoing **digital revolution** is having a profound effect on all sectors of the economy, with significant implications for Companies in the Ho.Re.Ca and Food&Beverage sectors too. For example, to continue to grow and remain competitive, retailers have to develop new business models and approaches to **consumers**, who are increasingly **hyper-connected and in search of interactive and multi-sensory shopping experiences**.

**From Point of Sale  
to Point of  
Experience:  
ordinary becomes  
extraordinary**

This new situation offers significant opportunities for the Epta Group that Epta is ready to take through the adoption of its new strategy: **"#EptaExperience is the way"**. This concept accurately interprets the Company's mission - **"Proud to contribute to the success of our customer's sales outlet. Simple, safe and appealing purchases"** - and its will to contribute to the success of its Customers, by transforming retail stores from **Points of Sale** into **Points of Experience**.

**An experience to  
the power of three**

An experience on three levels: **Our Experience, Your Experience** and **Their Experience**, to create a continual synergistic connection between the emotional and informative function of the environment, product communication and a Retailer's identity.

**Our Experience...**

State-of-the-art technology, professionalism and reliability: the experience of the Epta Group is based on innovation thanks to constant investments in **R&D**. Specifically, in the last 3 years, the group has invested approximately **90 million euro** in R&D and Capex investments. An industry at the service of innovation, to offer Operators in the Retail, Ho.Re.Ca. and

**...a company  
story full of  
accolades**

Food&Beverage sectors complete industrialized solutions to satisfy their every need, all over the world.

Quality and excellence have always been a must for Epta, as has its commitment to a responsible growth. Epta holds solid values which have enabled the group to win major awards, such as the recent **Best Performance Award 2018**, promoted by SDA Bocconi, J.P. Morgan Private Bank, PwC, Thomson Reuters and Group 24, for which Epta received first prize. Worthy of note is also the **CFO Awards** won by Massimo Albertario, CFO of Epta.

In late 2017, **Marco Nocivelli, Chairman and CEO of the Group**, won the 21st edition of the **EY Entrepreneur of the Year ® Award** in the Family Business category. He participated in June 2018 in **the EY World Entrepreneur of the Year™** as the Italian winner. He had already received the prestigious award **“Di Padre in Figlio – the pleasure of doing business”** in the Internationalization category, as the entrepreneur who most succeeded in building on the work of his father, Luigi Nocivelli. In 2015, Epta obtained the **Elite Certificate**, and thus joined the Elite Community, a network of small and medium sized European enterprises, that was created by the Italian Stock Exchange in collaboration with the Academy of the London Stock Exchange Group and prestigious Italian institutions and organisations.

**... and multiple  
award-winning  
brands with a  
longstanding  
tradition.**

The solutions from the Epta brands are built upon longstanding, centuries-old tradition and have gathered numerous European awards. Among these: the **German Refrigeration Award 2018** for the performance and high level of energy saving guaranteed by FTE Full Transcritical Efficiency, the **German Design Award 2016**, was obtained by the RevUP Family Costan and Bonnet Névé, and **ECOCARE 2014**, awarded to the Limana plant for the best low environmental impact project. In France the Group won



the **Perifem Award** 2018 for its commitment to a green and responsible innovation through the excellent performance and the reduced consumption of FTE. Furthermore, in France, Epta has won several editions of the prestigious **Janus de l'Industrie** for the perfect compliance of its systems to the parameters of the famous "5 Es": economy, ergonomics, aesthetics, ethics and emotion and the **Eco-conception** 2015 for the excellent performance of Bonnet Névés SkyView. In Great Britain, the Group has received many awards at the **RAC Cooling Industry Awards**, the event for the refrigeration and air-conditioning sector, including in 2017 with FTE. In Italy, Epta won the **Sustainable Development Award 2018** for the most deserving Italian companies in the *green economy* sector, setting itself apart for the innovative drive of the FTE. Together with the **Techedge** partner, Epta was one of the winners of the **SAP Quality Awards** 2017 in the Innovation category for the new EptaService e-commerce platform. Finally, in 2016 and 2017, Epta received the **Retail Institute Award Italy** for the work with Bennet on the Bennet smart format, designed to respond to the needs of modern consumers, and for its work with Electrolux Professional for the Shop in Shop, which also received the **Smart Label** 2017. Smart Label is an initiative promoted by HOSTMilano and POLI.design to reward the most innovative solutions presented at the event.

Epta has positioned itself on the market as a trusted partner for Retailers wishing to deal with **a single party for the delivery of turn-key projects**, on a global scale. Epta provides complete solutions, able to merge superior performance, highest energy savings and best merchandising enhancements, to modernise the approach of the store for the end user. This is the challenge the Group has taken on to establish itself as the integrated and reliable partner needed by the stores to continue



to be competitive. Epta is able to assist its Customers, from the planning of the store layout to the personalization of systems, thanks to the professionalism of **EptaConcept** team, to create charming spaces that contribute to enhancing the products displayed, and the exclusive after sales assistance, consultancy service and remote monitoring, provided by **EptaService**.

**Their experience...  
new semantics  
emphasise the  
recreational and  
hedonistic  
components of  
shopping**

The retail store acquires a new strategic dimension, becoming a space of **interaction and discovery**, in which to experience **unforgettable and gratifying moments**. The solutions from Epta's brands contribute to engaging the Consumer in a visual journey that creates new interactive environments to promote a greater level of profitability for stores.

 **EPTA, CERTIFIED QUALITY**

*“Adopt a **responsible approach for creating value**: Epta’s growth goes hand in hand with its attention for people, the communities in which we operate and the environment, which demonstrates of our desire to be an international group, that also has a focus on the local dimension.”* states **Marco Nocivelli, Chairman and CEO of Epta Group** *“We have renewed our commitment this year and are proud to present our sixth Corporate Social Responsibility Report, that was validated at the end of June by the Institution **TÜV Austria Cert GmbH**.”*

**CSR: quality & sustainability**

Continuing the path it had embarked on with the previous edition, the Group has presented a Report in accordance with the **G4 Core Option standards** and has further investigated the material aspects and identified the risks, opportunities and crucial elements for its business, thanks to a survey that also involved a **survey of Customers and Suppliers**. This process was essential to make the Corporate Social Responsibility Report increasingly accurate and reliable and to respond effectively to requests from the market, by examining the KPIs deemed most significant by stakeholders. Moreover, as guaranteed to ensure the of the highest level of accuracy for the data, the survey covered more than **95%** of the Group’s total production, within **8 production plants as well as the Headquarters in Milan**.

**People, the pillars of Epta success**

The Group’s primary focus are its **employees**, the nurturing of **talents**, the improvement of the **team spirit** and its connection with local communities. This strategy is implemented on a daily basis and translates in to taking good care of the people who have written and continue to write Epta’s history. Guided by the concept **“Think globally, act locally”** Epta promotes high level training, both externally and internally, for example with the project

EPTAcademy that was developed in cooperation with **SDA Bocconi School of Management**. Finally, this year the Group celebrated the **20th Anniversary of Epta Deutschland** and the **90th Anniversary of Epta's presence in the UK** with staff and their families, successes which it considers to be "joint victories".

### Epta's "green" heart

The **challenge**, welcomed by Epta, lies in proposing **innovations** able to merge **aesthetics, performance and respect for the environment**.

The sustainable approach of the Group is evidenced by the adoption of **low GWP natural refrigerants** for its own systems. Calculations show that, compared to 2016, the preference to purchase natural over synthetic refrigerants, in systems produced by Epta, has reduced the emission of greenhouse gases by **34%**. Worthy of note is also the introduction of advanced solutions such as **FTE Full Transcritical Efficiency**, which **overcomes the current limits of transcritical technology**. A strategy that aims at reaching a continuous improvement in Epta plants, with the reduction of the carbon footprint and KOE (kg of Oil Equivalent/product), as well as in the plants transformation into "smart factories" through the adoption of Industry 4.0 and the implementation of cutting-edge equipment and robotic lines.

### Epta's certifications

The shared goal of all the Group's companies is to develop in a socially responsible manner and to achieve the highest standards of excellence: this commitment becomes tangible in the numerous **certifications** obtained. Epta has been certified **ISO 9001 since 1996** and subsequently extended this quality management system to the other companies within the group. Today, numerous plants are virtuous examples, as recognised by the **integrated certification ISO 9001, ISO 14001 and OHSAS 18001**. To further confirm the Company's green approach, **Epta France** obtained **ISO 50001** certification for its energy management

systems. In addition, since December **2018**, the offices of Epta Milan and local branches of Limana and Solesino have also been certified **ISO 45001**.

Epta firmly believes in the value of certifications and, to assess its systems, it has chosen to entrust itself to **Eurovent**. This is a not for profit association which avails of an independent certifying body and verifies the energy performance of the solutions of the Group's brands on the basis of the international standards ISO 23953-1-2. Finally, the plants are certified PED (Pressure Equipment Directive), the Misa cold rooms ETA MARK (European Technical Approval) and HACCP (Hazard Analysis and Critical Control Points).

## **OutFit Costan and Mozaik Bonnet N ev **



**Epta** launches the **OutFit Costan** and **Mozaik Bonnet N ev ** line, a combination of original shapes, materials and textures developed by the Group to enhance the customer experience. Epta pushed modern design

boundaries to develop the **OutFit/Mozaik** line - the very best **ergonomic** and aesthetic **innovation** enhanced by attention to **Total Cost of Ownership** and a **broad range** of options. The **OutFit & Mozaik** line, which makes its debut today with the serve-over **Velvet & Shape**, symbolises Epta's ability to respond to the retailer's need for a **strong identity** - transforming each store into a unique and distinguished space whilst remaining within the scope of **solutions designed on a large scale**.

**One range, infinite possibilities**

**Velvet by Costan** and **Shape by Bonnet N ev ** are characterized by rich options **available from the catalogue, to mix together** and furnish **the area dedicated to fresh and ultra fresh products** increasing their exciting presentation and strengthening the visibility and appeal of the products **in all kinds of stores**, from traditional workshops, to local shops, to hypermarkets. The attentive design plan ensures perfect **proportion between glazed surfaces and structure**, to guarantee excellent **ergonomics**. The display deck and the articles are is at the "right height", to improve interaction with the consumer and encourage greater rotation, whilst supporting the operation for ease of restocking. Another advantage of **Velvet and Shape** is its "green" soul, thanks to the

### Customization and extreme versatility

choice of elements with a low environmental impact, such as **LED lighting** and **high efficiency fans**.

The options that give spaces to a refined touch are countless: **three aesthetics**, Design, Style and Studio, **multiple modules**, from the semi-vertical version to the tower and hot table version, **three depths** and truly limitless **finishes**, from the materials, such as wood and stone, to screen-printed. **Customization** and **extreme versatility** for a solution to serve **Retail Designers**, able to make exclusiveness available **on a large scale**: this is the inspiring principle behind the design of the new **OutFit & Mozaik** line.

**GRANFIT COSTAN AND SKYEFFECT BONNET NÉVÉ, A UNIQUE FAMILY TO DESIGN THE ENTIRE FOOD AREA**

**The importance of the environment in the shopping experience**

The Retail sector is currently undergoing an evolution where **the environmental stimuli** experienced in store have an important impact on customers, influencing their buying behaviour in terms of the amount of time they spend within the store and their overall expenditure. Retail studies have shown that atmosphere is an even more significant factor in the choice of a store than the commercial offer. In this regard, the Group's solutions play a crucial role in visual merchandising terms by improving store aesthetics with finishes, materials, colours, and above all innovative display mechanisms designed to enhance a store's appeal and promote consumer loyalty.

**Bonnet Névé and Costan: a first in class design family**



The highest expression of this philosophy is the **GranFit Costan and SkyEffect Bonnet Névé Family Revolution: a complete range**

designed to provide fresh and frozen food areas with **a unique family of products**, conveying superior quality and product display through a **coordinated design**. Combined with an excellent choice of colours, lights and materials, the overall effect contributes to an improved shopping experience.

**Family feeling, for a high level of display consistency**

With the **GranFit Costan and SkyEffect Bonnet Névé a family feeling** is ensured: the range's cabinets integrate perfectly with one another, guaranteeing a high level of display consistency across all areas. The leading players are the positive vertical cabinets **GranVista Next/SkyView Plus**, the semi-vertical cabinets **Aeria**



A cold heart but a versatile soul

GranVista  
Next/SkyView  
Plus: an almost  
ethereal lightness

**Next/Aeria Plus** –also available as **Open** cabinets – and the negative verticals **GranBering/Skylight** and the semi-verticals **GranSesia/SkyShine**.

**A distinctive and consistent aesthetic impact** guarantees a high level of **versatility**. Also, with **excellent alignment** between cabinets it is possible to create an infinite number of compositions. By combining vertical and semi-vertical, closed and open cabinets for fresh and frozen food, aisles have a modern appeal and ensure an **exclusive and revolutionary presentation** of products.

**Invisible cabinets with unequalled visibility:** the **GranVista Next by Costan and SkyView Plus by Bonnet Névé** refrigerated solutions with clean lines that highlight products to give consumers the impression of an easily accessed “wall of products”. The functional quality of transparency draws attention to the product, with full-height glass panoramic ends and doors without frames. In addition the use of a special anti-glare film ensures an **unbeatable 95% visual clarity**. The product display is further enhanced by the quality of the lighting: the cabinets are equipped with **Epta high Flux**, an exclusive LED lighting system developed in partnership with **Philips®** to guarantee uniform light distribution which focuses the consumer’s attention on the display. An additional distinctive trait of these cabinets is their reduced energy consumption, generated by the **patented Epta Dual Airflow system** that makes GranVista Next/SkyView Plus the first remote cabinet to be **class A +** certified by the **Eurovent-Certita Certification programme**.

The range of positive vertical cabinets is completed **with GranVista and SkyView Open:** this model balances the energy consumption advantages of the Closed version with an increased loading capacity, stemming from the possibility to install up to 8 levels of shelves.

**Aeria Next/ Aeria Plus & Aeria Open: the elegant dimension of shopping**

The Family Revolution positive semi-verticals were designed to be added harmoniously to any display setting and create elegant promotional cabinets that strengthen a Brand's image and its connection with customers. A touch of contemporary architecture in stores, which comes with the highest attention to detail in **Aeria Open** and a high level of functionality with elegant full-glass doors in **Aeria Next** Costan and **Aeria Plus** Bonnet Névé, the model with hanging sliding glass doors that facilitates opening and makes cleaning even easier.

**GranBering and Bonnet Névé's SkyLight for froze food**

Maximum visibility and the highest level of energy saving for Costan's **GranBering** and Bonnet Névé's **SkyLight**: compared to previous models, the negative temperature solution features a **Total Display Area increased by +8%** and an **internal volume** increased by **+14%**. Costan and Bonnet Névé have dramatically improved the **efficiency of cabinets** by designing, for example, new doors with better **thermal insulation (+10%)**, for significantly lower consumption. As well as the 905mm deep **Narrow** version, there is also a smaller **Compact** model measuring just 755 mm to provide a solution for smaller stores.

**The semi vertical GranSesia Costan and SkyShine Bonnet Névé**

An original solution **which breaks the mould** for the traditional frozen food area, developed to give a new focus to this rapidly expanding category: **GranSesia Costan and SkyShine Bonnet Névé** are negative temperature semi-vertical cabinets which enable the creation of innovative islands, for a new perspective on the frozen area. An ultra-modern, functional solution with decisive lines, makes for an ideal completion of the range. The special configuration, with **straight glass and a height of just 1,480 mm**, is designed to offer consumers **an original point of view to experience the space** dedicated to the below zero items. The cabinet is able to heighten the appeal of the **products inside it** and highlight those **presented in other cabinets of the area. A concentration of style, innovation and functionality.**

**GranSesia/Skyline** stands out for its compact design that enables all the available space to be fully exploited, combining a greater **load capacity** and even higher standards of **comfort** for consumers when taking the products and for staff in the restocking phase, compared to the traditional frozen food cabinets. High quality and reduced environmental impact are confirmed by the Eurovent certification in class A+.

## THE PLUG-IN FAMILY THAT REDESIGNS THE LAYOUT OF FRESH FOOD AREAS



The future of **retail** is moving towards **neighbourhood stores**, able to offer **Customers** a quick solution within **smaller more user-friendly spaces**, designed with a **more bespoke offer**. In

response, **Costan and Bonnet Névé** have launched a complete family of plug-in cabinets: **Tango Next/MultiFreeze Plus** vertical plug-ins for fresh packaged foods **Valzer Next/MultiFresh Plus** for frozen foods and the **semi-vertical plug-in Mambo Next/MultiFresco Plus**, is ideal for **small retail areas, minimarkets and convenience stores**, ensuring better management of spaces and fresh food categories.

**Elegant appeal & sustainability**

Technical and aesthetic features like the full-glass doors and the coordinated handles and base make it possible to position the units of the Family side by side. This contributes to creating a **homogeneous and elegant image in the store** and highlights a superior quality to the items on display. Thanks to the use of the **R290 natural refrigerant gas** the cabinets also have a low environmental impact.

**Focus on: Mambo Next/MultiFresco Plus**

**Boosting sales through excellent presentation:** thanks to an **exclusive glass top** that **exploits a store's ceiling light**, the **visibility of items** is further improved to promote higher stock rotation. Another advantage of the new plug-in cabinet is its **cascade shelving** with two different depths, enhanced **by the 7°**

**inclination of the doors.** This feature significantly improves **the ergonomics of the cabinet**, offering consumers a **perfect view of all products** from all angles. **Mambo Next/MultiFresco Plus** combines **increased capacity and minimum floor space** with high levels of versatility, thanks to the possibility of **infinite combinations, such as island configurations**, for a more captivating presentation and a **new perspective** on fresh foods, **or placement amongst ambient shelving**, for cross-selling opportunities.

**The latest news:  
Ballet Next/MultiWine  
Plus**

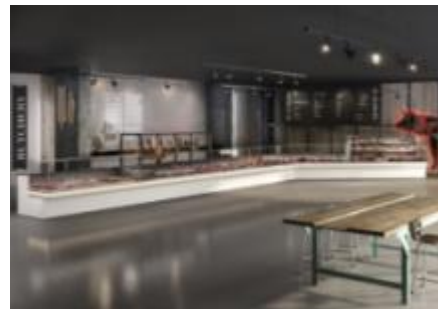
The range of **Costan & Bonnet Névé plug-in cabinets** expands with the introduction of the new **Ballet Next/MultiWine Plus**, the exclusive vertical cabinet designed to present the selection of white and red wines. In perfect harmony with the family feeling of the other solutions in the range, it merges flexibility, compact design, performance and respect for the environment with a strong aesthetic value. Thanks to the large display capacity with minimum floor space, **Ballet Next/MultiWine Plus**, available in the two, three or four door versions, is particularly suited to small shops, such as convenience stores, mini markets and local shops, or restaurant dining areas. The details make the difference: with a design that is attentive to the needs of wine lovers, **Ballet Next/MultiWine Plus** ensures the best display of the bottles, stored at ideal temperatures, between 6° and 12° for white wines and between 14° and 18°C for red wines. The high-quality products are positioned on special tilted shelves at 7°, 14° or 21°, to improve visibility of the labels, and for a more rational organization, they can be placed on modules or semi-modules, up to a maximum of 7 decks in height.

## CHANGE "PERSPECTIVE" WITH PRIMO PIANO

### PrimoPiano visibility all round

The latest innovation presented by **Eurocryor** is **PrimoPiano**, a range of cabinets that revolutionises the presentation of products, thanks to totally new **aesthetics** and **design**, represented by display volumes, designed to intersect. It has completely transparent shelves with LED lighting and stands out for its **special display surface** with an **aesthetics** that makes it appear suspended in mid-air.

This detail was designed to improve the visibility of products and at the same time draw Customers closer to, whilst giving an excellent **perception of quality and freshness** of the products from all angles.



### Unbeatable freshness with Dynamic System Eurocryor

**Eurocryor PrimoPiano** is now also available in a special version with **Dynamic System**, dedicated to the meat department. It is an exclusive technology, already successfully implemented on many Eurocryor models, which **keeps humidity at values above 90%**, without the use of humidifiers. The results are impressive: the products can remain in the cabinet for several days maintaining their organoleptic and aesthetic qualities intact, with no need to store them in cold rooms overnight. Weight loss is reduced by to only 0.12% compared to 3% in a traditional meat cabinet and impact on operation minimised.



## URBAN CHIC STYLE FOR IARP COOL EMOTIONS

A complete range  
of POS solutions



Iarp presents the plug-ins of the **Iarp Cool Emotions** that stand out for a technologically advanced style and catch the consumer's eye thanks to its blue **LED** lights on the external profiles. The range is

composed of four solutions: the **scooping Delight** for those who cannot resist traditional ice cream, the **semi-vertical open Joy** for beverages, the **vertical Glee with doors**, in the positive temperature version for beverages, snacks, *ready-to-eat* dishes or salads and, in the negative temperature, for packaged ice cream and, finally, the compact **Excite**, for countertop ice cream display. The range is available in two versions, **Lite and Prime**, that merge aesthetics and **reliability**: a specific refrigeration system guarantees **operating efficiency** in any environment, doing away with maintenance activities for a year.

100%  
personalisation

Thanks to the introduction of the **digital print** directly on the sheet metal, the cabinets can be **completely personalised**, in order to satisfy the requirements of display versatility and flexibility for every retail premises and improve the image and profitability of Food & Beverage and Ho.Re.Ca operators.

Moreover these plug-ins stand out in terms of **reliability and sustainability**, thanks to the choice of the natural refrigerant gas R290 and a specific system that ensures an elevated level of operational efficiency, **reducing maintenance activities**.



**Effe SmartScreen:  
Welcome to the  
era of interactive  
shopping**

**Effe SmartScreen** is equipped with a **transparent full-HD screen** built into the glass door, complete with an audio system. It is activated by proximity sensors and conveys **promotions and eye-catching, advertising campaigns** without sacrificing the visibility of the products on display, for a shopping experience which is truly unique and whose high interactivity is a pleasant surprise for Consumers

**Wines and beers  
always at their  
best, with  
Rugiada  
Wine&Beer Iarp**

Specifically designed to enhance craft wines and beers, **Rugiada Wine&Beer** is the latest addition to the **Iarp** family. Flexibility is the key feature of this plug-in, which, thanks to a **sleek and compact design** is ideal in both small display areas such as wine bars, bars and specialist shops and inside larger hypermarkets. This plug-in combines attention to detail and clean essential lines. The full-height glass front is **completely transparent** to offer maximum visibility of the bottles that can be displayed both vertically and horizontally, to guarantee excellent **storage of the wines and beers.**

Rugiada Wine&Beer **is customisable on the external and internal finishes**, catering to the needs of every format.

Aesthetics marries **technology** and **sustainability**. Rugiada Wine&Beer has been designed to keep **bottles at a constant temperature**, parameters that are constantly monitored by digital control. Furthermore, the use of **natural refrigerant R600a** ensures maximum performance and minimum environmental impact.

## **IARP CITY COLLECTION: A TOTALLY DIFFERENT WORLD**

Combined with new digital technologies, vending machines are



giving consumers a more convenient way to shop.

In doing so they have gone from being simple distribution machines to

**informative touch points,** with a customised range that

meets new consumer trends. They are a **channel** which complement the traditional shopping approach, by offering an increasingly broad range of products, and are seeing rising sales volumes. **Iarp** presents its range of automatic vending machines, the **Iarp City Collection**

**Iarp City Collection** is the result of **Plug-in power**, an approach that summarises the philosophy and strengths of the brand: a high level of reliability, excellence and innovative capacity.

The new vending machines feature a metropolitan, eye-catching design, with **Milan and New York** the city skylines featured on the side panels. The machines also offer the option of **an extremely personalised layout**, thanks to the new digital printing straight onto the sheet metal.

The vending machine is **user friendly**, ease-of-use being a vital factor in impulse buying. In particular, the image has been purposely designed to improve interaction with the consumer during every phase of the purchase, right from choosing the product to taking it out of the cabinet. The LED lighting and new *full glass* frameless door enhance the items on show, whilst the illuminated button panel and touch display all heighten the *customer experience* whilst increasing sales. Last but not least, **Milan and New York**

**Iarp City  
Collection:  
metropolitan  
shopping  
experiences**

guarantee the utmost **reliability** and **optimal functioning** in any environment, reducing maintenance.

Improved ergonomics and attention to the environment: the flagship of the Iarp range, the **New York** vending machine for ice cream, is now also available powered by R290 Propane. This guarantees high performance and reduced consumption, creating a high quality solution with maximum customer branding space.


**MISA, SUPER FOOD PRESERVATION**

We lead our day-to-day lives at an **increasingly fast pace**, which has led to **changes** in eating habits and, as a result, how we **prepare and store food**.

In order to help ensure the food chain is as **safe** as possible, the food industry has adopted a stringent approach through evolved **technologies for producing, storing and displaying foods in stores**.

To preserve the quality of the products, it is necessary to ensure the **right temperature** is maintained, and that **hygiene standards are respected**: as a result, **advanced cooling equipment** becomes an essential asset for all operators, as a means of **winning the trust** of consumers who are increasingly aware and well-informed, and who are looking for food that is fresh, healthy and safe.

**Misa, a byword  
for food safety**

**Misa** specialises in producing commercial and industrial refrigerated storage units for Ho.Re.Ca. and Retail and is the Epta Group brand which best meets this need. The founding elements of the brand are *Quality* and *Technology*, relating to the group's commitment to preserving the value of food goods. Tangible proof of this commitment is the **HACCP**-based *Food Safety Programme* certification which Misa voluntarily completed, involving a process of inspection and control which resulted in it becoming the sector's **first brand** to achieve this award.

**A "barrier"  
against bacteria**

In addition, all the Misa solutions are treated using the **innovative antibacterial system** harnessing silver ions, **Epta Food Defence**. This technology has been designed to improve **food safety** of products inside cold storage units. It can prevent, combat and eliminate many different bacteria species, including the most well-

known and hazardous types, as the silver ions prevent bacterial proliferation and at the same time promote antimicrobial activity.

The antibacterial properties are applied straight onto the sheet metal of the storage unit to provide **total protection**, 24 hours a day, 7 days a week, covering the whole product lifecycle.



In addition, the protective film is suitable for contact with food substances and staff usage, in compliance with Ministerial Decree dated 21 March 1973 and subsequent updates, as well as European Directives

78/142/EEC, 80/766/ EEC, 82/711/ EEC, 85/572/ EEC, 90/128/ EEC, 92/39/ EEC.

### The best sustainability

Misa will also be presenting **Freeblock**, a freestanding block designed purposely for mini-coldrooms: this compressor harnesses the **R452A** coolant from the **HFO family** of hydrofluoroolefins which boast a low GWP (Global Warming Potential). It currently represents the best response in a market which, in accordance with international directives, is demanding increasingly high-performance, eco-friendly systems. The **Freeblock** compressor is also hermetically sealed and leak-proof, pre-charged and tested in the factory, making it ready for immediate use.

**The MisaMetic plant powered by HFO R449A** is also quick to install and has a reduced impact on the environment. This ideal solution for small surfaces is optimised and inspected at the factory and ready for use.

**SUSTAINABLE REFRIGERATION: EPTA IS READY TO WIN THE CHALLENGE**



**Simple, Global, Industrialised and Reliable:** these are the characteristics of the **CO<sub>2</sub> FTE transcritical system.**

FTE is the protagonist of the stand: overcoming

the current limits of transcritical technology, it makes the Group a promoter of a new standard in the field of natural CO<sub>2</sub> refrigeration. This system matches simplicity and performance, with a **tested 10% energy savings** (compared with traditional CO<sub>2</sub> systems) with **installation and maintenance costs that are 20% lower.** The importance of the system is confirmed by the fact that it received different awards, including, the **German Refrigeration Award, the RAC Cooling Industry Award and the Perifem Award.**

**“The secret ingredient” of FTE**

**The FTE** uses flooded evaporators, which leads to a significant reduction of the difference between fluid evaporating temperature and display cabinet temperatures (the evaporation temperature is increased) and thus a reduction in energy consumption. This is a simple solution, because only a multilevel liquid receiver - the real heart of the innovation - has been added to a traditional system. It is a **revolutionary** solution which has been factory-tested and tested in a live environment and is available **on a large scale:** in fact it guarantees utmost reliability, practicality and efficiency for retailers **worldwide,** thanks to its outstanding performance standards in any climate. The system also reduces the discharge temperature of the compressors, ensuring the best performance even at high temperatures, and reliable lubrication. This is crucial for promoting proper and ongoing operation through time, and ensuring the part itself has a longer lifecycle.

## BITZER endorsement

For this reason, the new FTE has received **a special endorsement from BITZER** – the renowned global compressor manufacturer – which gave the new system an award for its outstanding performance and the protection it affords the parts. The certificate states: *“This is to certify that Epta has developed a highly innovative, energy-efficient CO<sub>2</sub> solution with reliable **BITZER** compressors, which maintains an uninterrupted cold chain in all climate conditions. Especially in combination with ECOLINE+ reciprocating compressors, BITZER sees the new FTE technology as a major step in the right direction towards the environmentally friendly use of refrigerants in commercial refrigeration, combined with energy efficiency in high ambient temperature regions.”*

## FTE, a worldwide success

Chillventa will also give **Epta** an opportunity to present positive figures and the results of measurements taken from real applications of its innovative **FTE** technology, which already boasts over **200 successful installations**, such as at **Wentworth Point (Sydney) in Australia, Santa Fé in Argentina or Alicante in Spain**, all of which have confirmed the values yielded by the preliminary theoretical studies.

## FTE is part of the Life C4R

The outstanding performance of this solution is confirmed, in keeping with the group’s objective to achieve ongoing improvements, by the fact that the **FTE** is part of the **Life C4R – Carbon 4 Retail Refrigeration project**. This initiative is funded by the European Union, and is geared towards defining new technologies and standards for natural refrigeration in Retail, as stipulated in the **European LIFE17 programme**. LIFE17 sets out to encourage measures to safeguard the environment and the climate. It promotes more than 35 projects divided into two main areas, Adaptation and Mitigation. The activities include measures to prevent fires in the hottest areas of the Mediterranean, projects to reduce coastal erosion and flooding, and initiatives that aim



to reduce the effects of climate change in cities, with a more responsible management of green areas, resulting in cleaner air.

### A new standard in CO<sub>2</sub> refrigeration in Europe

**The EU has identified** FTE technology as one **deserving** particular attention, thanks to efficiency which significantly reduces greenhouse gas emissions when compared with traditional systems. As a result, it has been incorporated into the Mitigation area of the LIFE17 programme.

The **international LIFE C4R project** will last 3 years. It will aim to develop management protocols for the FTE system in terms of technical aspects, marketing & communication. At the end of the process, LIFE C4R will certify FTE technology as the **standard industrial solution in all of Europe for the future of CO<sub>2</sub> refrigeration.**

### The smartest system for small and medium stores

Epta presents 100% natural cutting-edge solutions designed to meet all the needs of **small-to-medium-size stores**, thanks to self-contained elements which work solely with natural fluids such as CO<sub>2</sub> and hydrocarbons. **From solutions equipped with the EPTABlue waterloop with water condensation** to those with an **integrated natural gas unit.**

This innovation is the result of Epta's design work to meet the needs of **neighbourhood stores, minimarkets and convenience stores.** It aims to make it simpler to install refrigeration systems in small premises, thereby overcoming the need for a machine room whilst at the same time cutting energy consumption and noise. With **EPTABlue Natural**, TN and BT fixtures are supplied **with their own onboard refrigeration unit:** a solution that actually transforms every cabinet from a remote unit into a **cabinet with an incorporated unit**, harnessing a **waterloop** which can be cooled with a **Dry Cooler.**

### Reliability comes first

Cabinets fitted with **EPTABlue Natural** are also supplied with variable speed BLDC compressors. These make it possible to adapt the refrigerating capacity supplied to suit the load of the refrigerated unit

and external conditions. Factors include store visitor numbers, alternation between day and night and the seasons; all to ensure the environment is respected in full. A further strong point of **EptaBlue Natural is its reliability**. Every unit is tested, loaded, programmed, optimised and sealed within the factory. This approach has been conceived to pass even greater savings on to Retailers. Not only does it remove the need for the annual inspections stipulated by the F-Gas Regulation to check for any leaks, it also reduces the costs involved in recharging the coolant.

#### Outstanding references

The reliability of **EPTA Blue** is guaranteed by Epta's longstanding **experience** in installing waterloop systems, with a total of over **150** stores worldwide.

## GREAT EXPERTISE AT YOUR SERVICE



To compete in today's market retailers must increasingly focus on maximum efficiency for their business processes and operational continuity: selecting first class technical service therefore represents a major point of difference between retailers. Epta has always offered a **total solution** combining complete systems with a high level of operational and energy performance within **a wide range of post-sales services**. **Epta Service** offers the finest support teams: technical experts who work actively with Retailers to offer professional advice, retrofit solutions and telemonitoring programmes with the aim of improving the performance of its Customers.

### **EptaService Radar: to be close even from afar**

An exclusive and highly flexible remote monitoring service which can be adapted to individual customer's requirements. Epta Service are able to connect to stores through a remote access system and analyse the operating parameters of cabinets, manage alarms and create tailor-made reporting for every Customer. Operating **24h a day, 7 days a week, EptaService Radar Telemonitoring** ensures predictive diagnostics and prompt interventions in the adjustment of the system parameters, to guarantee the highest level of energy and operational efficiency.

### **The Customer Service that you always wanted**

Epta Service **Customer Service** can guarantee high added value through its team of highly qualified professionals. Epta Service is able to respond promptly to every requirement: from the

preparation of quotes, to technical advice, the planning of preventive maintenance, repair and retrofit work, and the creation of bespoke maintenance programmes.

**Retrofit so you can always be in step with the times**

Epta Service carries out **retrofit improvements** on cabinets and refrigeration systems to ensure compliance with the new **F-Gas regulations**. At the same time changes can be made to raise operational performance of installed systems to achieve a high level of **energy saving**. In this regard, Epta Service can replace synthetic refrigerating gases with other gases that have a lower global warming potential (GWP), add doors or covers to cabinets, new higher performance fans and LED lighting systems.

**An experienced Team to guarantee prompt support, thanks to the new App**

A **rapid, effective and widespread repair service** guaranteed every day by the professionalism and knowledge of the Epta Service teams, who attend periodic technical refresher courses on the most recent innovations and operate in accordance with the **QSE** (Quality Safety & Environment) certification. The Teams are able to precisely assess the actual performance of every system, establish the cause of any breakdowns and suggest the best intervention option through the use of the latest digital instruments, like the **Epta Customer Service App**, a tool that can follow them during each phase of their work: from programmed to reactive maintenance, with functions such as parts ordering and stock management.



**EXPERIENCE THE TURN KEY CLICK & COLLECT**

**A 24h/7 service**

Consumers are more and more in search of practical yet innovative purchasing experiences. Retail and Food&Beverage professionals are investing **in innovation, both inside and outside of the traditional store**. The aim is to offer the Client added value such as 24 hour collection to enhance the shopping experience.

**#EPTAbricks,  
your shopping  
where you want it**

The Bricks are interactive and easy to place, making it possible to pick up fresh and frozen foods at the most convenient time for the customer. Carbon footprint is reduced by offering an alternative to home deliveries that allows multiple drop-offs in one spot: we are talking about the all-new **#EPTAbricks**. This solution features **refrigerated cabinets** created by **Epta** in conjunction with its



**Digital Innovation Centre**. The ability to install in different locations, such as near shops, offices or schools makes this the ultimate convenience partner. Bricks allow consumers to **collect the products**

**purchased from websites of major stores with complete flexibility**. A number of options are available: #EPTAdryBricks are designed for storing **dried foods**, whilst #EPTAfreshBricks and #EPTAfrozenBricks ensure fresh and frozen foods can be preserved for **over 24 hours**. It is a revolutionary solution that has already won two awards in France thanks to its usability and environmentally friendly approach – due to the natural coolants used. The prestigious **Janus de l'Industrie** award was given to **#EPTAbricks** at the end of 2016 because they are simple to use and completely scalable, an aspect designed to ensure they can adapt to any installation site. The **LSA du Category Management**, in the **Démarche Cross-Canal** category, was awarded in 2016

because the system overcomes the traditional distinction between physical and virtual shop, and offers an intelligent alternative to deliveries.

**The keyword:  
technology**

**#EptaBricks offers a complete service**, which includes the option of remote monitoring each individual cabinet and the **interface** between the API with e-commerce platforms of all the major retailers. Maximum **accessibility** and **safety** is guaranteed by the fact that **#EPTAbricks** comply with **PRM** regulations, meeting the needs of persons with reduced mobility, and the terrorism prevention plan **VIGIPIRATE**. An ideal system for Retailers aiming to offer a **multi-channel** service to boost growth. Refrigerated lockers arrive also in Italy: **#EPTABricks** by Epta combine with Vodafone IoT services. A unique project for Italy, which introduces a new shopping experience for customers through the digital revolution.

**The first Italian  
installation**



**Refrigerated lockers** arrive in Italy: **#EPTABricks** by **Epta** combine with **Vodafone IoT** services. A **unique project for Italy**, which introduces a new shopping experience for customers through the digital

revolution, answering the growing need for more convenient ways of shopping which reflect the way people live and work today. **#EPTABricks** are a perfect example of a partnership between two outstanding **leading groups** in their sector. **Epta and Vodafone** operate respectively **in commercial refrigeration and in connectivity** of all elements that enable IoT technology. **Coop Lombardia** opened at its **Bicocca Village** store in Milan the first installation of this innovative shopping **pick-up service** for purchases ordered through the **Coop eCommerce platform**.

## #EPTABricks, a multichannel experience

A **synergy** which encourages digital transformation, **opening up multichannel retailing**. Joining the IoT evolution, Epta have developed their new #EPTABricks to interface with Retailers e-commerce platforms and offer remote monitoring for **correct and constant operation and improved product preservation**. The refrigerated lockers at Coop are connected to **Vodafone** fibre and **4G network** and to **Vodafone IoT telemetry system**.



## THE COMPANY AT A GLANCE

- ▶ **Company name:** Epta S.p.A.
- ▶ **Registered office:** Via Mecenate, 86 – 20138 Milan – Italy
- ▶ **Business:** European group and global Partner in the commercial refrigeration sector for the Retail Industry
- ▶ **Turnover :** more than 888 Million euro
- ▶ **Chairman and CEO:** Marco Nocivelli
- ▶ **Workforce:** about 5.000

**Website:** [www.eptarefrigeration.com](http://www.eptarefrigeration.com)