







PRESS KIT 2017

EPTA GROUP

#EPTAEXPERIENCE IS THE WAY... TO EUROSHOP!

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EPTA, AN ENGAGING EXPERIENCE

"Aesthetic sensation can become a science and originality can be cultivated like a discipline."

Fernando Pessoa

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 Køling** 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 high value added 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 post-sales services. The combination between perfectly complementary brands and high levels of personalization, allows Epta to offer a wide range of refrigerated solutions. 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, **4,000 employees, 7 brands, 200,000 units produced/year**, a turnover of **more than 800 Million euro in 2016, 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 **35 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 m²**.

The Epta pillars

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 **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 **CO₂** 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 **Large Scale Retail**, 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 and during Euroshop Epta will be presenting 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 5 years, the group has invested approximately **50 million euro** in the design of solutions that are ahead of their time. An industry at the service of innovation, to offer Operators in the Retail, Ho.Re.Ca. and Food&Beverage sectors complete industrialized solutions to satisfy their every need, all over the world.

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

Quality and excellence have always been a must for Epta, as has its commitment to a responsible growth: these values have enabled the Group to receive major awards, including, in 2016, the **IxI Award from Confindustria** for successful investment in research and innovation and, in 2015, the **VI edition of the Di Padre in Figlio Award** that went to **Marco Nocivelli, the CEO of the Epta Group**, 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 have a longstanding, centuries-old tradition and have gathered numerous European awards. The **German Design Award 2016**, was obtained for the revolutionary scope of the RevUP Family Costan and Bonnet Névé, a range combining design with maximum energy performance and **ECOCARE 2014**, awarded to the Limana plant for the best low environmental impact project. In France, Epta has won the last three editions of the prestigious **Janus de l'Industrie** for the perfect compliance of its brands' 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 Névé's SkyView. In Great Britain, the Group has received awards at the **RAC Cooling Awards**, the prestigious event for the refrigeration and air-conditioning sector, in a variety of categories in 2006, 2007, 2009, 2014 and 2016. Finally, in Italy, Costan won the **Good Practices Award for Renewable Energies and sustainable mobility in 2016** from Legambiente for its promotion of green technologies.

**Your experience...
Epta, a reliable
exponent of
Retailers' projects**

Epta has positioned itself on the market as a trusted partner for Retailers wishing to deal with **a single party for the delivery of complete turn-key projects**, on a global scale. The group is able to assist its Customers on all aspects, from the planning of the store layout to the personalization of systems, thanks to the professionalism of **Epta Concept team** and the exclusive post-sales assistance and consultancy service provided by **Epta Service**.

**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.

**Analogue icons,
in a
digital environment**

The blend between the analogue and digital worlds led to the development and launch, in line with the new concept, of the **#EptaExperience APP**. It was developed in collaboration with BT, one of the main ICT service provider in the world. The application will be presented as a preview during Euroshop and will serve as a digital guide over the five days to accompany visitors on an immersive and interactive tour to discover unseen novelties and content, with in-depth information and recreational features to really discover the uniqueness of the #EptaExperience.



EPTA, CERTIFIED QUALITY

CSR, a process of quality and sustainability

Responsible growth, attention to human resources and participation in ventures for the promotion of ethical principles: these are the subjects examined in Epta's fourth Corporate Social Responsibility Report. The results of the Report are confirmed by the Institute **TÜV Austria Cert GmbH** that certified the Group's CSR in line with option **Core G4** of the Global Reporting Initiatives.

Epta's "green heart"

A concrete expression of Epta's sustainable approach is its commitment to the development of **solutions that are increasingly green**: from remote cabinets and plug-ins using natural refrigerants through to CO₂ plants and systems, that can be integrated with stores' HVAC systems, to guarantee the maximum reduction of emissions and safeguarding of resources. A further source of pride for the Group are its production sites, where it invests for the automation of systems promoting higher productivity and reductions in the consumption of natural resources. The culture of responsibility is a very important factor for the Group, as it seeks to constantly increase the **synergy between sustainability and its own strategic choices**. This process began five years ago and has enabled the group to include amongst its product ranges more than 50% of high energy efficiency solutions, while reducing consumption of electrical energy in its plants by 12% in the last four years.

Training, the basis of Epta success

Epta firmly believes in continual training: at the historic **Epta CO₂ Training Centre** - that is open to internal and external industry experts and promotes the use of CO₂ - the company created the **EPTAcademy in 2016**. This is a medium-long term project that was developed in collaboration with **SDA Bocconi** to offers courses for strengthening the leadership skills of the Managers of Epta's teams, so that they can overcome the challenges of a constantly evolving market. Specifically, the Leadership Program and Talent Development schemes represent an opportunity to improve team spirit and share valuable experiences within a prestigious globally renowned academic institution.

MUST SEE

Area 1: EXPERIENCE EPTA DYNAMIC MOTION, THE PARTNERSHIP WITH LACTALIS

"Each cheese awaits its customer, poses so as to attract him, with a firmness or a somewhat haughty graininess, or, on the contrary, by melting in submissive abandon." Italo Calvino

A project with infinite potential

To respond to the trend behind the growth **of the self service packaged fresh products category**, Epta is presenting at Euroshop 2017 a joint project with **Lactalis**, co-designed by **ONE BUY ONE**. Specifically, this is a **visual merchandising solution** that introduces a profound innovation in this segment and which aims to be a **starting point** for a complete reworking of the entire area of self-service vertical cabinets with doors.

Cheese as a social element



Cheese, the symbol, the world over, of the high quality French culinary culture, is a key product within the Large Scale Retail sector. In France, for example, cheese account for **6% of the turnover** of the food industry and

has experienced a positive 15 year growth trend. The development of the sector is linked mainly to **new "social" consumption choices**: cheese is evolving and is a feature at various different times of the day, like pre-dinner drinks with friends or for cooking preparations.

Lactalis and Epta, a partnership marked by excellence

It is precisely the **versatility of cheese** that **Lactalis** and **Epta** used as the inspiration for the design of a new **visual merchandising solution** that makes display flexibility its distinctive trait. The **know-how** of the world's leading group from the dairy sector, combined with the **one-hundred year old expertise of Epta**, resulted in the creation of the **Allée des Fromages**.

The quality of the product enhanced through an impeccable presentation

“*You can’t present a camembert in the same way you would a package of grated cheese*”: this provocation summarises the philosophy underlying **a revolutionary concept** that was designed to transform closed self-service vertical cabinets into **development opportunities for the entire merceological category**, by offering a more rational and clear display layout, that contributes to transforming the purchase process into a **pleasant occasion**, while increasing impulse buying.

In this regard, Lactalis and Epta have created a refrigerated cabinet that **breaks free of tradition and the standard linear display model**, by playing with **modules of different depths and “visual pauses”**, that liven up the area and bestow a profoundly dynamic quality to the exhibition layout.

The cheese universe... is split in four

The key to the interpretation of the Allée des Fromages is thus the enhancement of the cheese universe, that is organised into **four poles: *End of meal cheeses***, that are ideal after meals, ***Healthy cheeses***, for people who are careful of their figures, ***Snacking cheeses***, for sandwiches and pre-dinner drinks and ***Cooking cheeses***, for the preparation of sweet and savoury dishes. The areas are marked with different colours and materials, that serve to make the identification of items more intuitive, and stimulate the curiosity of consumers while reinforcing the “boutique” environment.

A different presentation for each cheese

Every type of cheese **becomes a star** within the Allée des Fromages. The products are broken down by type and added to the niches created by shelves of different in the cabinets. For example, **Camemberts**, are displayed vertically and they are placed above an exclusive **“pusher” system** that betters the facing and simplifies collection by consumers and loading operations for staff. **Goat cheeses**, and **mozzarellas**, are positioned above the **gravitational shelves**, which, in sections dedicated to Italian specialities, and have trays to collect water that may come out of the packaging. Finally, for

grated cheeses, a kit with separators was designed, for a presentation that is always orderly and a better management of spaces.

A surprising communication, for a guaranteed “Wow!” effect

Interaction with consumers is its strong point: Allée des Fromages was developed to intensify the shopping experience and interaction with the public. **The “Wow!” effect** is guaranteed thanks to evolved communication instruments, including an **interactive screen**, in the end of the first cabinet. This was designed by **Epta’s Pole of Digital Innovation** and allows advertising videos, discounts coupons to be shown or quizzes to be held. In addition, like the stars, even cheeses have their **Walk of Fame**: the names of the different poles are projected on the floor of the store, alongside the niches where they are presented. Finally, the Allée des Fromages also has lateral supports that emerge between items of furniture of different depths to promote sales by running images of cheese.

 **AREA 2: EXPERIENCE THE TURN KEY CLICK & COLLECT**

"Discovery consists of looking at the same thing as everyone else and thinking something different" - Albert von Szent-Gyorgy

All-round innovation

This area is dedicated to the **#EPTAbricks** and **vending machines** of the **Iarp City Collection**, which meet the needs of consumers 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.

**Vending, a
constantly
expanding sector**

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. To mark **Euroshop 2017**, **Iarp** is presenting its range of automatic vending machines, the **Iarp City Collection**, designed to attract consumers and showcase the products stocked.

**Iarp City
Collection:
metropolitan
shopping
experiences**

Dedicated to **ice-creams, snacks and drinks**, the **Iarp City Collection** is the result of the **Plug-in power** strategy which brings together all the strengths of the Iarp brand. These include outstanding reliability, excellence and innovation. 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** guarantee the utmost **reliability** and **optimal functioning** in any environment, reducing maintenance.

**New York:
technology at
the disposal of
reliability**

New York is the latest model from Iarp's range for frozen foods. Its main strength is its **reliability**. It combines the use of the best cooling technologies with an independent control unit for each shelf, ensuring greater temperature control whilst ensuring the delicate products are perfectly preserved. **New York** has a special built-in software making it possible to check stocks in real time, allowing restocking to be managed remotely.

MUST SEE

AREA 3: EXPERIENCE CO₂ UNIQUE SKILLS

"Identify the skills that make you unique, add passion and find a solution to every problem"

Peter Voogd

Kigali, a historic Amendment

Last October, almost **200 countries approved an amendment** to the Montreal Protocol **at Kigali**, with an end to reducing greenhouse gases emissions thanks to the reduction of HFC production and industrial use in all sectors, to maintain the increase in the global temperature "well below" 2 degrees centigrade by the end of the century. It is an agreement that will see developed countries beginning to phase out HFCs by **2019**. They will be followed by developing countries, who have been asked to freeze levels from **2024**, with the aim of using no more than 15-20% of base rates, defined for each country, by the end of 2040.

Epta's answer for natural refrigeration

In practice, the Kigali agreement aims to encourage the adoption of coolants with a lower GWP, to which Epta has responded with a **"total solution"** which has become a must-have for Retailers wanting to **make their stores "naturally green"**. To this end, Epta is offering a **complete range of CO₂ systems** which are efficient and extremely flexible, and have been designed to overcome the **limitations** of



transcritical technology. They can also be customised and adapted to **any climate condition and in stores of varying sizes**, from superstores to convenience stores.

FTE: Full Transcritical Efficiency

Simple, Global, Industrialised and Reliable: these are the characteristics of the **CO₂ FTE transcritical system, patent pending in Italy and Australia.** A preview is presented at Euroshop: this system matches simplicity and performance, with a tested 10% energy

savings (compared with traditional CO₂ systems) with installation and maintenance costs that are 20% lower. The first attribute is the use of 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 CO₂ 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.”*

EptaBlue CO₂
Ideal for small and medium surface areas

A **100% natural solution** designed by Epta to meet the needs of **small and medium size stores** to limit energy consumption, reducing the complexity of installation cooling plants, whilst at the same time

guaranteeing a high return on investment. With **EptaBlue CO₂**, the normal temperature and low temperature cabinets & coldrooms have a water-cooled condensing unit installed locally. They also come with variable speed compressors, which make it possible to adapt the cooling capacity supplied to the cabinet's exact demand and the local conditions such as store attendance and difference between day or night and seasons, hence ensuring the optimum energy efficiency. In addition, **EptaBlue CO₂** transforms each cabinet from a remote unit to a plug-in by harnessing a **liquid ring** which can be cooled with a **Dry Cooler** unit or connected to the heat pump to reclaim the heat completely and use it to heat the store. Lastly, a further benefit of **EptaBlue CO₂** is the hermetically sealed refrigeration circuit, ensuring that leaks and need to recharging the coolant are eliminated totally. The reduction in refrigerant charge per circuit allows retailers to make greater savings, eliminating the annual inspection stipulated by F-Gas Regulations to check for any leaks.

Aerofoils promote energy savings

The innovative **EptaBlue CO₂** system in operation at Euroshop is connected to the vertical positive Rhino/Valea cabinet by Costan and Bonnet Névé, ideal for the Hard Discount segment.

The solution presents the new aerodynamic **Aerofoils** profiles created by **Williams Advanced Engineering**, part of the Formula One team, designed to improve aeraulics in cooling cabinets to a single flow of air, thereby guaranteeing a further reduction of energy consumption to 30%.

Epta Eco₂Small Compact

Eco₂SmallCompact is the condensing unit for low and medium temperature. It is the ideal solution for convenience stores and hard discount stores, as it provides the best ratio of efficiency to minimum space occupied. Extremely flexible, it can be installed both inside or outside small stores which do not always have a plant room. Lastly, it is possible to install it even in corners or against a wall thanks to its compact dimensions and the access from a single side for maintenance.



AREA 4: SUPER FOOD PRESERVATION

"The noblest search is the search for excellence." Lyndon Baines Johnson

Perfectly preserved fresh foods that are healthy and safe

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.

KK203, “Nordic” excellence

Last but not least is the new negative temperature **KK203** cold-well built by **Knudsen Kølning**: a combination of outstanding performance and robustness, guaranteeing frozen foods the utmost protection and, at the same time, the best possible visibility, which helps improve product rotation.

Three elements ensure that the **KK203** is unique: **aesthetics**, **easy access** and **robustness**. Featuring an exclusive geometric design conceived for the Nordic markets, the cabinet has large panoramic and curved glass surfaces that help ensure the products are in the spotlight. Painsstaking attention has been taken on the ergonomics of the well; **thanks to sliding glass panels on three different levels, it offers a 100% opening** to help consumers take out the products, as well as helping employees to fill it with goods.

The **KK203** has a trolley bumper and corner guards resistant to knocks, designed to meet the specific requirements of Northern European countries.

 **AREA 5: EXPERIENCE RESTAUR-ACTION ZONE
IN PARTNERSHIP WITH ELECTROLUX PROFESSIONAL**

"The secret of success is to do ordinary things in an unusual way" John D. Rockefeller

**Food For Now:
the new frontier
in chilled foods**



The meeting of chilled foods and professional catering has presented the "Food For Now" concept, originally hailing from English-speaking countries and used to classify ready meals which are ready for dine-in consumption. It is not a fad, but a fully-fledged philosophy which has inspired Epta, in conjunction with Electrolux Professional, to renew its *Shop in Shop* format, offering an exclusive eating area which is perfect for installing in large-scale premises such as airports, stations and shopping centres.

**Restaur-Action:
some like it fresh
and ready**

In particular, the market trend which sees consumers eating out in major retail store premises is experiencing a boom, with consumers increasingly considering stores as potential meeting points and places to eat out. Fresh, natural, and healthy, the ready meals aimed at this kind of consumption combine the high standards of large-scale retail with the target's demands in terms of **variety, innovation and sustainability**.

**Two areas, one
unique flavour**

The shop-in-shop presented at Euroshop features a design which combines two sections inside one structure, which can be closed up on itself. One of these is for take-away, whilst the other is for eating dine-in dishes. An example of a **retail in-store restaurant**, the new concept offers the possibility to be opened and closed thanks to a simple movement of the eat-in part. The area will play host to a large number of diners during the day who can enjoy the meals prepared during showcooking sessions by the Chefs of *Electrolux Chef Academy* before being closed up in the evening.

A health menu which does away with waste

The chefs taking part in the showcooking sessions will prepare original, healthy and delicious recipes using a menu which features a single ingredient, the carrot, in keeping with **the Zero Waste philosophy** promoted by Epta and Electrolux Professional. It is an initiative that hopes to raise the public's awareness of a hot topic with a celebration of cooking without waste, to show that even the humblest of food can help dishes to turn out well. The Groups' commitment to highlighting that correct refrigeration and cooking techniques are essential resources for safeguarding our food heritage and reducing waste, is in the spotlight with Shop-in-shop. **Outstanding packaging has been chosen to protect freshness of food on the stand thanks to the contribution of Sirap**, one of Europe's most qualified fresh food container manufacturers. All the meals offered within the area will be served using PET containers from the new Safe-T-Fresh® range, which adopts the Tamper Evident system to ensure spectacular presentation and the utmost food safety.

Joy 30 and Glee: two sophisticated notes for unrivalled harmony

Epta has equipped the Shop in Shop with two new **plug-ins** made by Iarp: the semi-vertical **Joy 30** and the vertical **Glee, also in the special Winery version**. Featuring squared silhouettes, they share the same design, with a modern appeal in-keeping with the architecture of the area. The special shelves of the vertical negative **Glee Winery** cabinet are worth noting; they can be angled as required and have been developed to ensure wine can be perfectly stored, as well as ensuring the fine labels are highly visible.

MUST SEE!



AREA 6: EXPERIENCE COOL EMOTIONS

"The starting point is the tension towards beauty, towards art, so that surprise, amazement and the unexpected also become part of the work of architecture." O. Niemeyer

Epta Concept, for a turn-key project



The Experience Cool Emotions area - devised by the **Epta Concept Team** - is a solid example of design in the broadest sense of the word: this process is geared towards research into spatial architecture to generate cutting-edge projects with great sensitivity and taste. **Epta Concept** is the exclusive multidisciplinary team involved in the creation of evocative spaces with **great scenographic impact, transforming retail stores into "theatres" where the consumer is the key focus.** Epta Concept specialists oversee all aspects, from the personalization of the refrigerated solutions to the integration of equipment within the layout of the store and the supply of accessories.

360° visibility in just 20 m²

Maximum possibility of choice and great access for consumers: in a space of just **20 m²** the Ice Cream Corner offers a 360° perspective on a range of different flavours, for a unique and unmistakable experience. This challenging project is characterised by a minimal setting - very similar to the grids of the stand - in which Epta Concept skilfully emphasised the clean forms and distinctive style of the new Iarp plug-ins. A space at the centre of the stage invites visitors to come in and choose from a great number of solutions for ice-cream presentation using the irresistible charm of the new Iarp solutions: **Delight** for ice-cream by the scoop, **Pocket and Smart** compact cabinets created to position on shop counters to drive "impulse purchases" and **Glee**, the vertical cabinet for packaged ice-cream with great visibility.

Plug-in power, the essence of Iarp

The models are the result of **Plug-in power**, Iarp's secret formula for actively involving potential Customers with the products on display, to improve the image and profitability of Food & Beverage and Ho.Re.Ca operators. With their **modern design and elegant forms**, Iarp plug-ins can satisfy requirements for versatility and display flexibility within all premises and also provide high levels of **sustainability**, through the use of **natural refrigerants** and technical components with improved energy efficiency. Finally, the details make the difference - with Iarp's ability to digitally print straight onto steel the options for extreme **personalization** are enormous.

Pocket Case & Smart: design becomes smooth

In their small frames standing **94 cm** and **67 cm high respectively**, both **Smart** and **Pocket Case** contain unrivalled expressive strength: these two plug-ins with reduced dimensions are distinguished by their rounded forms and large glass doors, which focus consumer attention on the products on display. In addition the flexibility of Pocket Case is further increased by the ability to display **non-packaged ice-cream** as an alternative to **classic packaged ice-cream**, making every purchase a moment of pleasure.

Glee & Delight, the perfect couple!

Delight, for people who can't resist scooped ice-cream, and **Glee**, the vertical cabinet for packaged ice-cream, are the perfect solutions for ensuring maximum display consistency within ice-cream shops. Available in **Lite and Prime** versions, they were designed to integrate together perfectly and ensure a uniform look&feel throughout the entire premises, through their modern design with squared forms and LED lighting.

Delight combines aesthetics with the great **reliability**: the exclusive plug-in technology guarantees **operational efficiency** in any environment, removing the need for maintenance during the first year. Finally, **Delight** also stands out with its vast range of **accessories**, including a supplies compartment with capacity for up to 12 trays of ice-cream, convenient dispensers for cones and wheels to enable the cabinet to be moved easily.

AREA 7: EXPERIENCE INNOVATIVE THINKING

"The best way to predict the future is to invent it" - Alan Kay

The heart of innovation

Innovative Thinking has seen several new **plug-in solutions** conceived by the Epta **R&D Team** to explore innovation in all its many facets. This approach has yielded a number of display solutions that adapt to the needs of different stores, ensuring that the space given to fresh and frozen products is optimised in full.

The distinguishing elements of the range

Perfectly presented products and maximum visibility: the combination of all-glass doors and exclusive Epta Advance LED Lighting turns the plug-ins into discreet furnishings that enhance the fresh and frozen products they house. All of the solutions use a 100% natural coolant such as propane R290 and have been designed to ensure the most environmentally friendly solution.

Sound Top Energy, la svolta nell'area frozen



Sound Top Energy, new for brands Costan and Bonnet Névé, features an exclusive vertical layout: a unique configuration in the world of plug-ins, designed to ensure an efficient display ratio with minimum space occupancy. The cabinet has been made so that it can be integrated

with shelving used for ambient produce, or with horizontal negative temperature units to promote major **cross-selling** opportunities with products that complement one another.

It is an ingenious system and one that marks a **turning point** compared with the approach adopted for presenting frozen foods in the past. The vertical design improves the **visibility of goods**, which are placed at eye-height, as well as improving **accessibility** for members of the public.

Another characteristic worth noting is the option of **converting the plug-in from negative to positive temperature**, for uniform and coherent displays of frozen foods, meats and other fresh, packaged products.

Unrivalled energy performance

Outstanding energy savings feature for the Sound Top Energy, boosted with a **thermodynamic system and variable speed compressors**. A further plus point offered by this solution sees **high-efficiency ventilators** which, in addition to slashing energy consumption by up to **-10%¹**, make the temperature of products more stable, whilst improving their shelf life.

“All-new freshness” for small surface areas

Small shop formats are seeing unprecedented development. Retailers’ needs to encourage loyalty amongst the **new type of “urban” customer**, so the R&D Team at Epta has developed a complete range of vertical, positive and negative plug-ins: **Tango Next & Valzer Next under the Costan brand, and Multifresh Plus & Multifreeze Plus, under the Bonnet Névé brand**. A combination of style without compromise and cutting-edge technical performance sees compact furnishings that combine the outstanding **appearance of remote cabinets with the flexibility of a plug-in**. The result is a greater use of display space, thanks to capacity which is increased by up to + 8 %.

The key feature of the whole range is its **Family-friendly approach**, which is seen in the all-glass doors, handles and coordinated base. There are technical and aesthetic features that allow units from both versions to be placed alongside one another, creating uniform and elegant appeal. The aim is to encourage **impulse buys** of snacks and *premium products* which convenience stores and minimarkets rely on.

Welcome to the era of interactive shopping

Valzer Next and Multifreeze Plus are also available in the exclusive **Smart Screen** version for a shopping experience which is truly unique and whose high interactivity is a pleasant surprise for Consumers. The

¹ Figure obtained by comparing energy saving data of the new Sound Top Energy with the previous model

plug in 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. Finally, **Valzer Next/Multifreeze Plus Smart Screen** can be enhanced with the exclusive **Mobile App** created in collaboration with BT that aims to maximise Digital Customer Engagement and Dynamic Digital Signage. This multi-channel platform that can be personalised and integrated with Retailers' existing Apps. The system interacts with the cabinet and, through special sensors positioned on the front of the cabinet, can present customers with discounts and dedicated offers selected on the basis of their habitual purchases.

MUST SEE!



Area 8: EXPERIENCE THE FAMILY REVOLUTION

"Beauty is a form of genius as it needs no explanation" Oscar Wilde

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 **Costan and 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 **Costan and Bonnet Névé Family Revolution 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 Next/Aeria Plus** –

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

A cold heart but a versatile soul

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.

GranVista Next/SkyView Plus: an almost ethereal lightness

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 simple 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

**GranBering/
SkyLight: more
space for
products and less
energy
consumption**

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.

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%**. This is a great advantage for Retailers as they can increase the number of products on display and the resulting sales opportunities. Moreover, 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. Finally, Costan and Bonnet Névé have perfected **the efficiency of the cabinets**, by designing new doors with improved **thermal insulation (+10%)**, for significantly lower energy consumption.

GranSesia/SkyShine: the cabinet that aims high

An original solution **which breaks the mould** for the traditional frozen food area, developed to give a new focus to this rapidly expanding category. Ultra-modern, functional and with bold forms, the **GranSesia semi-vertical cabinet by Costan and SkyShine by Bonnet Névé** stands out with its compact design that enables all the available space to be fully exploited, combining the maximum display capacity with the minimum floor space. The numbers speak for themselves: the system ensures a **loading capacity double** that of an island solution of similar dimensions. Moreover, the possibility to choose between the **Narrow** (905 mm depth) and **Compact** (755 mm depth) versions ensures the most efficient solution for the store size. Finally, **GranSesia/SkyShine** demonstrates excellent **ergonomics**: with a height of only 1.500 mm it ensures consumer ease of access to products and a simple restocking operation for staff.

 **Area 9: GREAT EXPERTISE AT YOUR SERVICE**

We can teach from our experience, but we cannot teach experience" Sasha Azevedo

The Total Solution from Epta



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. For Euroshop, Epta Service will be presenting a preview of its new e-commerce platform for spare parts. This winning formula enables Epta Service to satisfy every requirement and ensures the highest levels of saving in terms of management costs, while at the same time minimising any pact on the environment.

Epta Service Telemonitoring: 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, Epta Service Telemonitoring** ensures predictive diagnostics and prompt interventions in the adjustment of the system parameters, to guarantee the highest level of energy and operational efficiency.

A high value service just a click away

The new e-commerce platform allows Customers to simplify purchase processes and directly **buy spare parts on line**. It is practical and intuitive and was designed to enable users to verify, in real time, the

availability of components through a simple and quick search process. In addition, it offers prompt deliveries guaranteed within **48 h**, through the new centralised warehouse.

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.

MyEptaService

Finally, for a service that is truly complete, Epta is in the process of implementing the **Epta Service reserved area**, which is already

undergoing tests in various Countries. Here Customers will have access to up to date information and data for **constant remote control and management of their stores**. A variety of functions are envisaged: from a verification of the efficiency of refrigeration systems through to the preparation of bespoke reports and analysis including comparisons between the cabinets of one or more shops. Finally, EptaService allows you to manage alarms and monitor different areas within a store such as plant, lighting and HVAC systems.

AREA 10: EXPERIENCE PURE DESIGN, PARTNERSHIP WITH SCHWEITZER

"The quality of a product depends on the degree of cultural change it triggers." Enzo Mari

Epta releases the creativity of designers

Interpreting retailer briefs, designing new concepts, bringing them to life and making them exciting: these are the main goals of designers when they explore new ideas and try out innovative ways to enhance *the retail experience* - by providing a theatrical take on the offer.

One of the main challenges facing **industrial groups** is to create systems that can combine outstanding technology with unusual forms, resulting in new concepts from designers seeking to create visually spectacular settings.

Epta and Schweitzer: a valuable partnership

The sales environment is an opportunity for creating brand value and a priority to invest in. Epta is presenting **"Pop Up Retail" at Euroshop** in conjunction with Schweitzer Project S.p.A.- *one of the globally leading companies in the shopfitting industry*. This eclectic and unique shop-in-shop turns a regular display area into something new and unexpected, where refrigerating units seemingly disappear to create unimaginable designs.

Pop Up Retail, an unconventional shop-in-shop



Design in the spotlight: the project revolves around bringing several disciplines together to create a display area where architecture

meets trade, to surprise visitors with off-the-wall forms and skilled use of bright colours. Retailers need to achieve a clear-cut identity, to

ensure each store is made unique and turned in to a reference point for consumers in the area.

When visual merchandising becomes an art

Creating unusual formats in commercial refrigeration means combining powerful aesthetics and visual merchandising with great performance and energy savings - a success made possible by the winning partnership between Epta and Schweitzer. The companies have combined their respective expertise to create an inspiring product in which aesthetic tension, passion and dynamism are brought together. The temporary **Pop Up Retail** store is centred around geometric shapes and bright colour, in an unusual space that raises the aesthetic experience, designed using materials chosen with environmental sustainability firmly in mind.

 **Area 11: EXPERIENCE NO LIMITS CONCEPT**

"The power of imagination makes us infinite". John Muir

Shopping experience? It's about creating that feeling



"Shopping is no longer an activity that is limited to the purchase of goods. It has become an experience which can increase the profitability of Retailers, the more unique and enjoyable it becomes".

Experience no Limits Concept is the area of the stand that best interprets the environment as an active marketing instrument in determining the success of players in the Large Scale Retail Sector.

Serve-over and self-service: art at the service of the consumer

This area, devised to make visitors' experiences unforgettable, presents unseen serve-over and self-service solutions by **Costan, Bonnet Névé and Eurocryor**. Their **modern forms**, characterised by **innovative and adaptable designs that are truly without limits**, represent a **perfect example of the flexibility** that the group is able to offer its Customers to make their Stores unique, just like works of art.

Fresh food comes to the fore with Rossini & Maxima Evolution

The stars of this section are **Rossini Evolution Costan/Maxima Evolution Bonnet Névé**, the traditional cabinets that are available in countless **finishes and materials**. Elegance becomes a stylistic component, where symbolic references can be created that are in line with Retailers' identities, by using more classic solutions, like wood, through to new tile-like texture and **attractive 3D prints** that replicate the effects of iron, for "urban chic" environments that are in step with the latest trends.

**Different emotions
for a unique
satisfaction**

Evolution range is the symbol of Epta Group's focus on innovation **for design on an industrial level** of extremely flexible and personalized systems, to make luxury and exclusivity accessible on a large scale. The wide range of options, that are already available in the catalogue, are composed from different modules, like the Semi-vertical cabinets, Rondelle/Curve and Tower/Prisme - that are available with either a blocked in or open base - to be combined with an infinite number of colours.

**Thematic corners:
more value to
gourmet and
premium fresh
food**

These items of furniture were developed with the aim of **putting new zest into the range of gourmet fresh foods** and are available in display options that will **entice consumers** interested in high quality products. **Thematic corners** are dedicated to the most fashionable specialities from **international cuisines** - from Italian to Asian food or **premium food products**, like cheeses or fruit juices. A perfect example of this is the **Mozzarella** solution, that is set to become the centre of attention for curious and refined customers. It is a section for displaying a wide selection of this world-famous cheese, within **a completely personalised area** that allows the use of non refrigerated surfaces as displays for the presentation of complementary products, in order to promote cross-merchandising.

**Impact cabinet:
maximum
functionality for
fresh and very
fresh products**

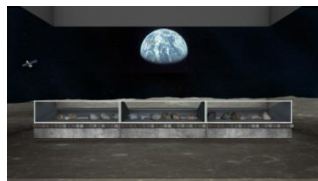
The **Experience no Limits Concept** also includes **Impact** that is produced by Eurocryor. It is an extremely functional solution that **integrates the presentation of self-service pre-packaged fresh products, with assisted service products** in a single item of furniture with a high aesthetic value inspired by functional design standards. The Impact Cabinet picked up awards during the last edition of the prestigious **Janus de l'Industrie** and stands out for its impressive **ergonomics**: thanks to a height of approximately 1.30m, staff will be able to easily restock the cabinet and the maximum ease of access is also ensured for consumers.

Unique spatial solutions and unusual finishes

The Experience no Limits Concept area includes additional interactive thematic spaces: **Experience the Display Show and Experience the best Shopping Interaction**, an circuit that guides visitors along the “**route of Epta personalizations**”, where they will be captivated by **unusual finishes** and **unique display solutions**.

Experience the Display Show

In the projection mapping room visitors will be involved in a new narrative approach , as they find themselves in a virtual space in which they will encounter different perceptual dimensions. The chameleon-like personalization options of **Rossini Evolution Costan/Maxima Evolution Bonnet Névé** become the symbol of the group’s ability to



break free from the mould within a surprising set-up that comprises of **videos and scenes** on a static backdrop, or animated features that extend visitors’ perception of the space, and allow them to experience **unprecedented levels of engagement**.

EptaExperience: what cabinet are you?

On the stand, using a touch monitor in the projection mapping room, visitors will be able to personalise their cabinets: **Rossini Evolution Costan/Maxima Evolution Bonnet Névé** will be like models on a catwalk during a fashion show, “wearing dresses” that can change and remain consistent with the background settings guests can choose from. From the simplest to the most bizarre, the images being shown will recreate realistic store environments and aesthetics that are available in the catalogue, like the light-coloured wood and travertine rock, through to fashioning stores from imaginary settings, ranging from jungles to the moon, that **will dazzle and attract visitors**.

Un’immersione nell’#EptaExperience

In the projection mapping room there will be more visual interactions and visitors will find a series of sound effects, lights and changes of

depth in the space. Strong contrasts between silences, dark spaces, colours and high impact music, will **highlight the emotional nature of experience and generate curiosity and surprise**. The focus is a ball of ice, the group's heart and the symbol of its dynamism, that will accompany visitors in the discovery of different Points of Experience, underlying the claim **"#EptaExperience is the way!"** and the innovative CO₂ FTE system.

Experience the best Shopping Interaction

The star of the hall of mirrors is the **Intersection**, the latest offering from **Eurocryor**. This new solution, that will be presented **as a preview at Euroshop 2017**, stands out for its **dynamic aesthetics** that contribute to improving the visibility of the fresh products it contains, from all angles. It is an exclusive glazed superstructure that was designed to bring the product closer to the consumers, for a better purchasing experience.

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 800 Million euro
- ▶ **Chairman and CEO:** Marco Nocivelli
- ▶ **Workforce:** 4.000

Website: www.eptarefrigeration.com