

Press Release

## **EPTA AND SILPO ENHANCE THE EXHIBITION EXPERIENCE: TWO SIGNATURE SUPERMARKETS INAUGURATED IN UKRAINE**

Milan, 3<sup>rd</sup> December 2025 – **Epta** – *Independent global player and leader specialised in commercial refrigeration* – has recently supplied the **refrigerated departments** for two **signature supermarkets** operated by the renowned **Silpo** brand (part of the Fozzy Group retail organisation) which counts **more than 250 stores across Ukraine**.

**Internationally recognised** for **redefining the standards of the themed supermarket concept in Europe**, this retailer sets itself apart in the competitive landscape through the **distinct thematic design of each store**, transforming every store into a **visually striking and highly attractive destination**. The new **supermarkets in Lviv and Vyshneve** exemplify this approach, standing out as **two of the most ambitious and eye-catching projects in the Ukrainian retail sector**. The former is inspired by the **history of cyberculture**, while the latter takes its theme from **the world of financial markets**.

Covering **1,500 m<sup>2</sup>**, the stores provide the **ideal setting for an immersive experience** built around a **visual narrative** tracing **technological evolution**: in the first, from the earliest computers to the competitive world of online gaming; in the second, from the paper-based era of Wall Street to the cutting-edge realm of cryptocurrencies. The **interior design**, developed according to **dedicated decorative schemes**, blends **themed scenographic elements**, such as checkout counters resembling microchips, departments inspired by servers, or areas evoking a modern stock exchange, with **Costan's most advanced refrigeration solutions**.

### **EPTA TRANSFORMS REFRIGERATION INTO A DESIGN STATEMENT**

With the aim of **enhancing the customer experience** and **fostering loyalty**, **Silpo** has always focused not only on creating an **experiential store design** but also on ensuring the **highest quality of its products**, made possible by **Epta's most innovative preservation technologies**. The exceptional **functional, aesthetic, and layout**

**versatility** of all the Group's solutions ensures their **perfect alignment with the selected display concept** for each department, transforming them into a **genuine design feature**.

For both supermarkets, **Epta** designed **configurations** combining **self-service refrigerated units** with **traditional serve-over counters**, creating an **orderly flow** that guides customers through the departments while **enhancing product presentation**. The **interplay between vertical and horizontal models** ensures a **clear and coherent display of the assortment**, in line with the **established sales format**.

#### **EPTA: HARNESSING TECHNOLOGY AND SUSTAINABILITY FOR FRESH PRODUCE**

**Epta**, in charge of **outfitting all refrigerated departments in both stores**, selected the following models for the **Fresh Produce section**, a key differentiator in customers' choice of store, **customised in materials and colours**:

- Costan's **GranFit range GranValdaj semi-vertical cabinets**, operating at **positive temperatures**, that prove ideal for **enhancing the visibility and profitability** of high-margin pre-packaged products;
- Costan's **OutFit line traditional counters named Velvet**, featuring **high load capacity**, an **enhanced display surface**, and **optimal ergonomics**. Designed for the **preservation of meat cuts, cold cuts, and dairy products**, these **units showcase the rich local gastronomic offer** thanks to their **lightweight, transparent structure**.

Furthermore, the **Vyshneve** store incorporates in the **Fresh Produce area** the **OutFit range self-service refrigerated unit, Silk**, which offers an **excellent balance between display volume and floor footprint**, along with the **complementary panoramic island, Chorus**, dedicated to **promotional sales**.

*"Our **collaboration with Epta** goes beyond design affinity, confirming the Group as a **reliable technological partner for Silpo** in the **transition to fully natural and***

**sustainable commercial refrigeration,”** states **Taras Nikolaienko, Silpo Director of Centralized Procurement**, adding, *“The **installation of transcritical CO<sub>2</sub> systems, with ducted remote units, has also enabled significant energy savings, crucial in the Ukrainian context, which is marked by recurring energy crises.**”* He concludes, *“This is particularly important considering that the **Lviv store serves as a true resilience point for the community in the event of power outages, offering free Wi-Fi and charging stations, in line with the brand’s Customer Intimacy strategies**”.*

#### **Epta. Preserving our planet with conscious innovation. Together.**

EPTA – A multinational group specialising in commercial refrigeration, it operates worldwide through its brands **Costan** (1946), **Bonnet Névé** (1930), **Eurocryor** (1991), **Iarp** (1983), and **Kysor Warren** (1882). Epta positions itself on the domestic and international markets as a partner capable of producing and marketing complete refrigeration systems, thanks to the integration of specific product lines such as: traditional positive vertical and semi-vertical, vertical and negative horizontal refrigeration counters, incorporated unit counters (Plug-in) for the Retail, Food & Beverage and Ho.re.ca sectors, medium and large power units and a complete portfolio of pre- and after-sales services. Headquartered in Milan, it has more 8,000 employees, several production sites in Italy and abroad, and a capillary technical and commercial presence all over the world, guaranteed by more than 40 technical-commercial branches.

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