



Press Release

## **EPTA AND SCHWEITZER, SUCCESSFUL SYNERGY @EUROSHOP 2017**

**London, 16 March 2017 – Epta and Schweitzer Project S.p.A.** present **Pop Up Retail** at Euroshop 2017: an eclectic and exclusive corner that converts traditional food display areas into new and unexpected settings, for pure design that goes beyond imagination.

Located inside the **Epta** stand (**Stand A60 – B60, Pav. 16**), the area is a prime example of the potential that lies in collaboration in a Retail context between two leading groups; in the sector of commercial refrigeration and in the design and manufacture of cutting-edge concept stores. A partnership of excellence aimed at introducing a brand-new format which is, by combining **technology and industrial vocation** with **original shapes and bright colours**, able to offer **inspiring concepts** to key players in Large Scale Retail.

The project envisages an installation where architecture meets trade, the refrigeration units disappear from view and the imposing volumes combine to impress and win over the visitors. It is a celebration of excess that responds **to the need for a strong identity expressed by Retailers** to make every store unique and transform it into a **benchmark** for consumers.

**William Pagani, Group Marketing Director of Epta**, comments: *“Creating **winning formats in the segment of commercial refrigeration** means being able to associate aesthetic mastery and visual merchandising with performance and energy efficiency. This success is made possible by the **winning collaboration between Epta and Schweitzer**, which led to the integration of our expertise, enabling us to shape an environment capable of raising the consumer’s aesthetic experience to its limit, with a dramatization of the offer that earns the Customer’s loyalty.”*

**Bernard Schweitzer, CEO Schweitzer Project** says: *“This partnership gives significant competitive advantage to both parties: on one hand, the Epta Group is able to combine industrial strength and innovation, and for us it is the ideal partner with which to develop new concepts, to be produced in series as requested by Retailers,*



*and on the other our design ability allows us to offer Customers proposals that go beyond the traditional paradigms, for Stores with captivating and unique layouts."*

**Epta. Advanced solutions for your store.**

**EPTA** – A multinational group specialized in commercial refrigeration, operating worldwide through its brands **Costan** (1946), **Bonnet Névé** (1930), **George Barker** (1928), **Eurocryor** (1991), **Misa** (1969), **Iarp** (1983) and **Knudsen Kølning** (1961). In the domestic and international market Epta ranks as a partner that can produce and market complete refrigeration systems, thanks to the integration of specific product ranges, such as: service counters, positive vertical and semi-vertical units, negative vertical and horizontal units, incorporated unit counters (Plug-in), medium and high power units and cold rooms. With headquarters in Milan, the company employs 4,000 people and has an extensive sales presence all over the world, and in 2016, it recorded a turnover of over €800 Million. In 2017 it introduced its new concept "*#EptaExperience is the way*" at Euroshop, encapsulating the company's vocation with which Epta once again confirms the group's ability to combine expertise, innovation and customized solutions in its brands, to offer store customers a unique and engaging experience.

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