

Press Release

#EPTAEXPERIENCE IS THE WAY TO EUROSHOP 2017

London, February the 13th 2017, Epta will be waiting for you at **Euroshop 2017**, the largest Retail sector fair in the world scheduled to take place on the **5-9 March 2017** in Düsseldorf (**Stand A60 – B60, Pav. 16**), to present all the latest products from its brands **Costan, Bonnet Névé, George Barker, Eurocryor, Misa, Iarp and Knudsen Køling**, as well as the exclusive **Epta Service** after sales services.

The event will also be an opportunity to confirm once again the Group's capacity to combine the **expertise, innovation and personalisation** of the solutions presented by its brands, offering final consumers **an original and captivating store experience**. The strategy is encapsulated in the claim "*#EptaExperience is the way*".

William Pagani, Group Marketing Director for Epta, commented: "*Epta positions itself on the market as a trustworthy partner able to offer Retailers **complete solutions** that set themselves apart through their **reliability, high quality and cutting-edge technology**. We have always worked with the key players of the Retail Sector to **revamp food areas**, transforming them into **spaces for interaction and discovery**, where Consumers can experience **unforgettable, enjoyable and gratifying moments**, including from an aesthetic perspective*".—He concluded "*Our objective? To transform stores from **Points of Sale** to **Points of Experience** and transport Customers to a new emotional and engaging shopping dimension.*"

In keeping with the new concept, the Group has developed the **EptaExperience App**. Available from the end of February from **Google Play** and the **App Store**, it will present previews of *experiences* which the visitors will discover during the event. The first access will allow the user to view unpublished content, and during the five days,

the app will become a digital guide to accompany users on **an absorbing and interactive tour** through the innovations, with in-depth explanations and entertaining moments to get to know-the **uniqueness of #EptaExperience**.

Epta. Advanced solutions for your store.

EPTA – multinational Group specialized in commercial refrigeration, operates worldwide through its brands **Costan** (1946), **Bonnet Névé** (1930), **George Barker** (1928), **Eurocryor** (1991), **Misa** (1969), **Iarp** (1983) and **Knudsen Køling** (1961). In the domestic and international markets, Epta is the only partner capable of producing and marketing complete refrigeration systems, due to the integration of specific product lines such as: traditional refrigerated cabinets, positive temperature vertical and semi-vertical and negative temperature vertical and horizontal refrigerated cabinets, plug-in refrigerated cabinets, medium and high capacity refrigeration packs, and cold storage rooms. With headquarters in Milan, it has 4,000 employees and an extensive commercial presence all over the world. In 2015 it reported sales revenues of 767 million euros. At Euroshop 2017, Epta will present a new leading concept "*#EptaExperience is the way*", that sums up the Group's capacity to combine the expertise, innovation and personalisation of its brands' solutions, offering final consumers an original and captivating store experience.

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