

Press Release

## **EPTA FOR EDEKA TREUGUT IN BERLIN THE SUPERMARKET BECOMES AN OPERA OF URBAN ART**

**Epta** and its brand **Costan** furnish the **new EDEKA Treugut** in Berlin. The supermarket was opened in the famous Bülowstraße, a district dedicated to Street Art, where artists from all over the world have created their artwork. The neighbourhood inspired the chain manager Sandra Treugut, in the designing of an urban-style store in which graffiti, painted by Berlin authors, decorate the departments. An innovative concept which is confirmed in every detail, from the aesthetics of the store, to the range of products, guaranteeing a unique shopping experience. Studies show that 80% of customers react positively to a more attractive environment, favouring higher values of average receipts and store loyalty.

To this effect, the success of the Brand is directly proportional to the personalization of the customer experience, i.e., the effects obtained from a set of interactions between consumer, company and product. Knowing how to grasp customer changes, involving them on a rational, emotional and sensory level, is the secret to winning their loyalty and improving their retention. Once attracted to the shop, different strategies are implemented to influence and encourage buyers, including space management, selected structures, with the relative exhibition levels, and the number of items visible per shelf.

**EDEKA Treugut** has partnered with **Epta** and its **Costan** brand to furnish a sales space of about 1000m<sup>2</sup>, for a total of 60m of refrigerated cabinets. The department for pre-packaged fresh products has seen the installation of the vertical **GranVista Next**, which accompanies customers among the *Milky Way*, where the wide range of yogurts, puddings and fresh cheeses are displayed. The refrigerated solution guides the way to the *Beef n' Fish zone*, where you can find cuts of meat and fish, and then proceeds along the organic aisle called *The Green Wave*. The unit, in the closed version with **full-height frameless glass doors**, ensures the best visibility of the gastronomic selections, among which there is ample space for the regionalities proposed by Berlin start-ups.

The **LED lighting**, not only enhance the exhibition, but also contributes to defining the metropolitan and industrial style of the supermarket, in perfect harmony with the surrounding environment. In addition, **GranVista Next** is positioned in **class B** on the energy scale, among the **Costan's** best-in-class in terms of energy consumption. A further focus is on the **Epta Dual Airflow** system, which allows better management of aeraulics and reduces heat exchange between aisles, for superior buyer comfort.

In the frozen food department, contemporary grey and orange lamps illuminate the **Tortuga Reverse Island** with sliding glass doors. The cabinet, with an increased volume thanks to the upper loading line raised to 450mm, displays a vast amount of ready-to-eat meals and delicious ice creams. Among the advantages of this solution, there is the ability to manage seasonality thanks to **Reverse** technology for transcritical CO<sub>2</sub> systems. The system allows to vary the temperature of use, from low to medium, ensuring complete food proposals inside the cabinet, with a consequent implementation of cross-merchandising. Its contemporary layout also makes it the ideal choice to create harmony with the design of the store.

*"The store is the touchpoint par excellence: the setting and sensory stimuli can constitute an effective lever to enhance the main performance parameters. In this sense, according to recent research, within it, more than 70% of purchasing decisions are made. For this reason, it is crucial that each place is designed and built not only based on the architecture of the space, but also depending on the process of interaction that the Brand wants to establish with their customers."* declared **Joachim Dallinger, Product & Marketing Manager at Epta Deutschland**. *"Thanks to ad hoc solutions, Epta is able to ensure a unique shopping experience to enhance and optimally maintain the assortment. All declined in a sustainable perspective, guiding principle of the Group, which for years has been committed to reducing its environmental impact and that of Retailers, through future-proof stores."*

**Sandra Treugut, manager of the chain** commented "As a consolidated partner of the Treugut chain, Epta has succeeded in giving shape to all our ideas, with an impeccable pre- and post-sales service. The cabinets emphasize the display and their layout is in

*perfect harmony with the urban style that we have chosen to characterize the supermarket." She then concluded "We believe it is essential that we continue to amaze our customers, also in terms of products and ambience. This is the element that differentiates an experiential approach from the traditional one. For this reason, on the one hand, we have given ample space to local products, and on the other hand we have made the neighbourhood and its art an integral part of the shopping experience. As a matter of fact, we are convinced that nowadays, people are looking for something more than just products."*

**EPTA** – A multinational Group specialising in commercial refrigeration, which operates globally through its brands **Costan** (1946), **Bonnet Névé** (1930), **Eurocryor** (1991), **Misa** (1969), **Iarp** (1983) and **Kysor Warren** (1882). In both domestic and international markets, Epta is a partner capable of producing and marketing complete refrigeration systems, thanks to the individual product ranges it has incorporated. These include traditional, vertical and semi-vertical positive fridge cabinets, negative vertical and horizontal cabinets and built-in units (plug-ins) for Retail, Food&Beverage and Ho.Re.Ca., along with mid- and high-power units and cold-rooms and a complete portfolio of pre and after sales services. With headquarters in Milan, it employs more than 6,000 people and boasts a number of production sites in Italy and abroad. It also has a far-reaching technical and sales force worldwide, guaranteed by over 40 technical and commercial sites.

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For more information:

**Lbdi Communication**

Matilde Martinuzzi – email: [mmartinuzzi@lbdi.it](mailto:mmartinuzzi@lbdi.it)

Ginevra Fossati - email: [gfossati@lbdi.it](mailto:gfossati@lbdi.it)

Mobile +39 3665333316

Tel. +39 02/43910069