



Press Release

ZENITH OF FRESHNESS: EPTA RAISES THE BAR FOR NEIGHBOURHOOD RETAIL *Advanced refrigeration solutions power Charter's local supermarket near Valencia*

Milan, 22nd September 2026 – **Epta** – Independent global player and leader specialised in commercial refrigeration – has recently completed the **refrigeration fit-out** for a **new Charter supermarket** in **Alzira, near Valencia**. Operated by Spanish cooperative Consum, Charter is its convenience-led neighbourhood retail brand. The project is designed to **showcase high-margin product ranges to their full potential** while **enhancing store performance** through **advanced refrigeration solutions**, tailored to the demands of the local retail format.

The **centrepiece of the Fresh Food department** is the **Costan –branded Zenith VP Integral Advance Plus**, installed in wall-mounted configurations spanning more than 20 linear metres. Unveiled at the latest edition of EuroShop, the world's leading retail trade fair, this **positive-temperature vertical cabinet** delivers **high refrigeration performance** for a **broad range of products**, including fresh produce, dairy, meat and charcuterie. It combines **strong product presentation** with **energy efficiency** and the **intelligent use of available space**.

*"This is the third Alper Alimentación Alzira project equipped with Epta solutions, confirming the **strength of this relationship** and **the Group's role as a trusted technology partner** in Charter's ambitious expansion programme, which saw 22 new stores open in the first half of 2026 alone," states **Diego Ortega, Country Marketing Manager at Epta Iberia**, who continues "By combining **specialist consultancy, advanced refrigeration systems and end-to-end support**, **Epta helps turn each store into an attractive, high-performing retail environment**. In this context, **Zenith VP Integral** fully reflects the **Group's design philosophy** and is a particularly strong fit for dynamic formats, where every centimetre must create value for the retailer. Its new design **reduces the unit's depth by 100 mm**, optimising its footprint without compromising display capacity, thanks to the integration of the technical components into the upper section of the cabinet".*

Epta applies an integrated refrigeration concept across the store, supported by a **complete portfolio of Integral solutions** designed to showcase chilled and frozen food ranges at their best. **Sustainability** is another **shared priority for Consum and Epta**, with both companies **committed to the Science Based Targets initiative (SBTi)**. For Consum, this means **steadily reducing emissions** and **introducing lower-impact alternatives** across its Charter franchise network. For Epta, it means **helping to lead the commercial refrigeration industry towards more sustainable retail models**.

ZENITH VP INTEGRAL: MINIMUM FOOTPRINT, MAXIMUM DISPLAY

The **growth of neighbourhood retail** in smaller towns and urban districts is **reshaping retailers' priorities**. They need to **make the most of limited floor space, promote locally sourced ranges, control energy consumption** and **reduce their environmental impact**. In this context, refrigeration has become a **strategic asset**, contributing directly to store profitability and the quality of the customer experience.

As a **symbol of Epta's commitment to conscious innovation**, **Zenith VP Integral** combines **compactness, transparency and efficiency**. Its refrigeration system is fully integrated into the cabinet

and factory pre-assembled, combining the high performance associated with remote models with the straightforward installation of a plug-in unit. The result is a highly versatile solution for a wide range of retail applications.

Zenith VP Integral is further distinguished by its **six-door L375 configuration**, the first to be powered by a single refrigeration circuit and compressor. This breakthrough comes from advanced features like **double-structure insulation**, high-performance glazing with a Ug value of 1.1 W/m²·K, **slim magnetic gaskets** and other technical innovations regarding both the compressor and evaporator. Together, these elements help **minimise thermal losses and deliver energy savings of up to 28%** compared with the previous generation, while also reducing noise emissions from the cabinet. **Full transparency** is another **defining feature of the Zenith concept**: glass doors and side panels create an exceptionally **light visual effect, placing fresh food ranges centre stage**.

EPTA'S INTEGRAL EFFICIENCY GOES BELOW ZERO

Epta's Integral technology also extends to the **deep-frozen food department** with the **GranBering Integral Ultra Air cabinets**, part of **Costan's GranFit range**. Designed for this area, these advanced negative-temperature vertical units achieve an **energy rating of class B** and deliver **performance up to 35% higher** than the previous generation, offering a **tangible benefit for retailers**. This is made possible by a combination of exclusive design enhancements, such as a **triple refrigeration circuit**, inverter-driven compressors and an innovative hybrid defrost system, reducing energy consumption throughout the equipment's entire life cycle.

MYEPTA: PUTTING EVERY ASSET AT RETAILERS' FINGERTIPS

With this project, **Epta** further strengthens its position as an **all-round solutions provider**, giving retailers access to an **innovative tool for managing both assets and day-to-day operations**: the **MyEpta platform**. Built on a **modular architecture**, it provides a **single, secure and reliable gateway for technical data, digital tools and services**, supporting a **genuinely integrated user experience**. On the one hand, simply **scanning the NFC tag** applied directly to each cabinet, gives technicians access to **ASSET ID**, the digital identity of each unit, along with its technical manuals, KPIs, contracts and service history. On the other hand, **STORE ID** provides an **overview of the entire equipment fleet installed in the store**, through a **centralised dashboard**. This helps Epta turn **refrigeration management** into increasingly **predictive, data-driven operations**, enabling retailers to **plan maintenance more effectively**.

*"This project serves as a **blueprint for future stores**, combining **natural, scalable solutions** with a design tailored to the specific needs of each location,"* highlights **Diego Ortega, Country Marketing Manager at Epta Iberia**, who concludes *"This is the direction the Group is pursuing, in line with its Good Never Stops payoff: a **promise of continuous progress that creates shared value over time**"*.

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 N  v  ** (1930), **Eurocryor** (1991), **Iarp** (1983), **Kysor Warren** (1882) and **Hauser** (1946). 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 over 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.

Facebook: [Epta](#)
LinkedIn: [EPTA GROUP](#)
Youtube: [EPTAspa](#)
Instagram: [@Epta_Group](#)

Contact Epta
Lbdi Communication
Gianluca Brusa – email: g.brusa@lbdi.it
Ginevra Fossati – email: g.fossati@lbdi.it
Tel. +39 02/43910069
Mobile +39 3665333316
Viber: LBDIPR International

- Field Code Changed
- Field Code Changed
- Field Code Changed
- Field Code Changed
- Field Code Changed
- Field Code Changed
- Field Code Changed
- Field Code Changed
- Formatted: French (France)
- Formatted: Indent: Left: 0"