

Press Release

**EPTA UNVEILS ALBA @HOSTMILANO 2025:  
THE DAWN OF A NEW REFRIGERATION**

**Epta** – *Independent global player and leader specialised in commercial refrigeration* – returns as a key exhibitor **@HostMilano**, the **biennial benchmark** event for the **international hospitality** industry. At **booth A35/A43 – B36/B44, Hall 14**, Epta unveils **Alba**, its new display case representing ***the dawn of a new refrigeration***, with **pioneering solutions** for the **Food & Beverage** and **Ho.Re.Ca.** sectors.

During the 44th edition of the show, held at Fiera Milano Rho, **Epta** offers a **sneak preview** of the new **Alba 43** and **Alba 45 models**, part of the **Iarp brand portfolio**, ahead of their official market launch in **2026**. These **next-generation, negative temperature display units**, the **natural evolution** of the **iconic Glee line**, embody **future-proof refrigeration solutions**, born from a **regenerative manufacturing philosophy** that minimises **environmental impact**, perfectly in tune with the vision "**Beyond Innovation. The Epta Sustainable System.**"

**IARP SHAPES THE FUTURE OF ICE CREAM THROUGH TIME**

A pioneer since its inception, **Iarp** revolutionised the **ice cream market** in the 1980s by introducing an entirely new display concept, the first ever **vertical negative plug-in cabinets**. More than forty years on, the brand reaffirms its **leadership in frozen dessert preservation**, ushering in a **new technological era** built on **enhanced visual merchandising, energy efficiency and sustainability**.

At the booth, visitors are invited to discover the **Alba 43** and **Alba 45** display units, presented in **static** and **ventilated** versions respectively. These new models stand out for their **superior product visibility**, thanks to an **expanded glass surface** and a larger **Total Display Area (TDA)**, as well as an **increased storage capacity**, up to **+40%** in the ventilated version.

The latter also introduces one of the most significant innovations: for the first time, the **condensing unit** is positioned in the **lower section** of the cabinet. This **new layout of the technical components** is designed to **enhance the cabinet's energy efficiency** through **optimised airflow management**.

**Another first** for the ice-cream world is the **Easy Feel tub**, designed for effortless assembly and removal of the **Easy Shelf** trays, **improved hygiene** and advanced antibacterial treatments.

#### **SUSTAINABILITY AND DIGITALISATION AT THE CORE**

**Epta** continues its journey toward **industrialising circularity**, first initiated with **UNIT**, translating the **Group's vision** into a new generation of **display cases that embody sustainability**. **Natural refrigeration using R290**, a hallmark of the Group, is now coupled with **guaranteed energy efficiency** and a **careful selection of alternative materials**.

Optimised to deliver **greater capacity** without increasing footprint, the **Alba** displays maintain their **Class C energy performance**, while integrating **sustainable raw materials**, including **plastics with partially recycled content**, some derived from **production waste**, which account for around **40% of the internal tub**.

Moreover, the **Alba 43** and **Alba 45** models are **compatible with LineON**, the **digital solution** within **EptaService's LifeCycle Program**. This system enables **24/7 monitoring of key parameters** such as temperature and energy consumption, ensuring consistent product quality, optimising overall efficiency and even providing **geolocation and theft-alert capabilities**.

*"Alba was born from an **in-depth analysis of the competitive landscape and evolving market trends**, which enabled Iarp to **identify new opportunities to combine quality, flexibility and visual impact, without compromising on sustainability**,"* explains **Norman Sarabelli**, **Product Marketing Manager** at **Iarp**.  
 "With **Alba**, **Iarp** - a brand of the **Epta Group** - introduces **a solution that redefines**

**industry standards** by blending **energy efficiency** with **sustainability**. Its **enhanced merchandising capabilities** offer clients a **genuine competitive edge**, maximising **ice-cream profitability** throughout the year and supporting **true market deseasonalisation.**"

### **EPTACONCEPT REINVENTS PASTRY BARS**

The latest innovations are showcased within an **exhibition space** which embodies **Epta's excellence as a Fully Integrated Provider**, combining **custom solutions, turnkey services** and the **combined expertise of EptaConcept, Eurocryor and Iarp**.

A dedicated area of the booth, designed by the **multidisciplinary EptaConcept team** and **born from the collaboration between Eurocryor and Iarp**, recreates the **welcoming and refined atmosphere of a modern pastry bar**. Fully operational and managed by the catering team, it invites visitors to enjoy an array of snacks and sweet creations. Here, **cutting-edge refrigeration solutions** meet **sophisticated design** in **harmonious configurations** that go beyond aesthetics, delivering **functionality, flexibility and bespoke solutions** for every food category. The result is **remarkable performance in both visual appeal and profitability**, tailored to the needs of specialised boutiques.

In this **evocative setting**, shaped by **creativity** and **the versatility of Epta's solutions**, the perfect preservation of beverages, artisanal preparations and desserts comes together with **meticulous attention to detail**, offering visitors a **truly immersive and engaging experience**.

#### **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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