

Press Release

**CUSTOM DESIGN AND CUTTING-EDGE REFRIGERATION:
EPTA REINVENTS THE IN-STORE EXPERIENCE IN COSTA BRAVA**

Milan, xx September 2025 **Epta** – *Independent global player and leader specialised in commercial refrigeration* – has successfully led the **restyling of the hypermarket** of the renowned **Supermercats Montserrat** brand in Empuriabrava, a picturesque town known as the Spanish Venice, turning the store into an **oasis of freshness** and a **benchmark** for **quality** and **comfort** in the retail sector.

A **key strength** of the project is the contribution of **EptaConcept**, Epta's multidisciplinary team which designed the **store layout** by enhancing **customer flow**, **materials** and **visual identity**. As a testament to the Group's positioning as a **Fully Integrated Provider**, the **EptaTechnica** and **EptaService** divisions – backed by **complementary technical expertise** – were involved in every stage, from the **custom design of the most advanced natural refrigeration solutions**, to their **installation** and the activation of **post-sales digital services**, including **remote monitoring** to enable **predictive maintenance**.

INTERIOR DESIGN THAT MAKES A DIFFERENCE: EPTACONCEPT'S WINNING FORMULA

In the **renovated hypermarket** of Empuriabrava, **interior design** isn't just a **matter of aesthetics**, but a **key element of the commercial strategy**.

"The entire project stems from the desire to **create an open space** capable of **elevating the perception of the environment** and offering consumers a **natural, intuitive** and **engaging shopping experience**" stated **Diego Ortega**, **Country Concept Manager of Epta Iberia**, who continued "Every solution proposed, in line with the layout, prioritises **low-height refrigerated furnishings** and **custom vertical models**, designed to **improve product visibility** and **encourage targeted purchasing behaviour**. It's a **replicable model** for **retailers** looking to **combine design with commercial performance**".

THE GRANFIT RANGE ENHANCES THE FRESHNESS OF MEDITERRANEAN FLAVOURS

The new layout further enhances **Mediterranean flavours**, particularly **fresh fish**, which represents the highlight of the local offering. Ensuring **maximum quality** and **optimal preservation** are two **top-of-the-line** models from **Costan's GranFit** family, installed in the **Fresh department**. These models rank among **the most efficient solutions** in the Group's portfolio, thanks to their **outstanding energy performance**.

Specifically, the **semi-vertical GranValdaj** and the **vertical GranVista Next** models, both **positive-temperature units designed for pre-packaged products**, combine an **almost invisible structure** with **low energy consumption**. And for **timeless flavour**, frozen products are preserved in **GranSesia units**, **semi-vertical models designed to maximise display area** while maintaining a **compact** and **linear form**, allowing these food items to stand out even in smaller spaces.

From a technological standpoint, all remote models are powered by **the transcritical CO₂ modular control unit ECO2Middle**, chosen for its **high application flexibility** and its ability to provide a **refrigeration capacity** ranging **from 60 to 150 kW** for **medium** and **from 0 to 50 kW** for **low temperature**. In conclusion, the integration of the **ETE (Extreme Temperature Efficiency)** system further ensures **high performance** even during **peak summer heat**, which is particularly common along the coast.

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.

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

For more information:
Lbdi Communication
 Media Relations
 Office: +39 02/43.91.00.69
 Gianluca Brusa e-mail g.brusa@lbdi.it

Diletta Ballarati e-mail d.ballarati@lbdj.it
Ginevra Fossati e-mail g.fossati@lbdj.it
Viber: LBDIPR International