

Press release

THE LOOK INSIDE CONCEPT REVOLUTIONISES THE NEW IARP VENDING MACHINES, PRESENTED IN PRO AND BOOST VERSION @VENDITALIA 2024

Milan, 15th May 2024 – Epta – *Independent global player and leader specialised in commercial refrigeration* – chooses **Venditalia 2024**, from **15th to 18th May** at the **innovative Rho trade fair district in Milan**, to present the **new collection of ColDistrict automatic vending machines in the PRO and BOOST version, absolute novelty** branded Iarp, on show at stand **H22 K19 – Pavilion 8**.

*"The prestigious **Vending Trade Fair** is the **ideal display case** to communicate the **Look Inside** concept, tangible expression of the Iarp evolution which, with incredible immediacy, invites consumers **to discover a world of freshness, quality and innovation**"* states **David Bargerò, Trade Marketing Manager F&B** who concludes *"The claim marks **a real turning point in the interaction** between the solutions offered by Iarp and consumers, for an **immersive** experience which aims at **increasing the loyalty** towards the products on show and the store"*.

Three main drivers attract the clients to the Iarp solutions: **sustainability, digitisation and customer intimacy**, thanks to which the *brand* redefines the **qualitative standards** in the vending market.

ALL-ROUND SUSTAINABILITY: FROM ENERGY EFFICIENCY TO ECODESIGN

In line with the values of Venditalia, first event hosted by Fiera Milano to calculate and compensate its carbon footprint, **Iarp** manifests its dedication to mitigating the **environmental impact** of the **Food & Beverage and Ho.Re.Co sectors**, with solutions designed to guarantee **lower energy consumption** and **significantly optimised performance**.

The **new "ColDistrict BOOST" models** fall within the vast range of **best-in-class solutions of the Group**, reaching **energy class B** for the first time: an **important milestone in the international vending panorama**. Besides characterising itself for higher **energy**

efficiency, the range presents an **improved management of service temperatures** and of **other parameters**, configured according to the **storage and display needs** of each product category.

Iarp has designed these innovative vending machines to add value to the sales areas in which they are positioned, in terms of **attractiveness, profitability and sustainability**. Their aesthetics, with attention to the smallest details, both internally and externally, makes them true **elements of design** for the **effective communication of targeted promotions** or to create **comfortable spaces**, for an **engaging and memorable purchasing experience** for consumers.

DIGITISATION, FOR INCREASINGLY SMART SOLUTIONS

What's more, Iarp solutions **guide the transition to digitisation** of the sector, becoming increasingly *smart*. A distinctive element of the innovative "**ColDistrict PRO**", in this sense, is the new **Electronic Price Display, programmable online, and by the improved definition**. An *upgrade* which, besides making the reading of product prices and *labels* of the spirals easy and immediate to read, provides **additional information** on the **specific properties** of *vegan* or *gluten free* products and the existing **promotions, stimulating impulse buying**.

The new line is also fully **compliant with the key I.T. protocols (MDB, Executive and DDCMP)**, in favour of **more fluid transactions, remote monitoring** and **efficient data management** for a *Customer Experience* and maximised operations.

Among the solutions presented at Venditalia, stands out the *smart vending* **VIPay** for its **operational efficiency** and **advanced payment methods**. Following the unblocking of the door by credit card, a camera system recognises the product taken, activating an automatic debit: these simple actions **simplify and make the interaction of consumer and display case smoother**.

Important benefits also for store managers, who, thanks to the new digital *tools*, can receive **reports and aggregate data on the sales performance and on the products** most purchased, **optimising assortment and restocking**.

CUSTOMER INTIMACY: AT THE HEART OF CUSTOMER SATISFACTION

Customer intimacy is much more than a simple approach and is expressed in **building and consolidating lasting relationships with Customers**. Active listening, besides fully satisfying all their needs, paves the way to numerous and **synergic collaborations** to **customise existing solutions** or **develop new models together and ad hoc**.

Looking to the future, Iarp is committed to being **an active part of a continuous change**, proposing solutions conceived to make the Food&Beverage and Ho.Re.Ca. sector always more **sustainable, efficient and cutting-edge**.

Epta. Advanced solutions for your store.

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@lbdi.it

Ginevra Fossati e-mail g.fossati@lbdi.it

Skype LBDI_PR