



Press release

A partnership between Epta, Granarolo and Milan's Polytechnic

EPTA AND GRANAROLO AT EXPO 2015 AN INNOVATIONAL TECHNOLOGICAL SHOWCASE FOR THE MILK EXPERIENCE

This “Boutique” showcase, designed especially for Granarolo, offers a new way to display products in rotating dispensers

Epta is working in collaboration with Granarolo to support the aim of communicating the Milk Experience in the company's booth at Expo 2015. During the **interactive tour in this international showcase**, visitors will discover milk as a creational element and learn about its significance as the earliest source of nutrition for man. The partnership between Epta and Granarolo is founded on sustainability, innovation and quality: the three stepping stones of a common vision and in perfect harmony with the claim of Milan Expo “Feeding the planet, energy for life”.

Epta, the multinational Group specialising in commercial refrigeration, through its Costan and Iarp brand names, is designing new refrigeration solutions to present Granarolo's latest flagship products in the Italian Pavilion and to highlight the agri-food specialties of Italy.

The refrigerated cabinets used in the Granarolo booth (Italian patent pending) have been created through the **combined efforts of the Epta Innovation Center, Granarolo Research and Development Department, Prof. Giorgio De Ponti's students** from the Smart Packaging Chemistry Lab, Materials and Chemical Engineering of Giulio Natta **Milan Polytechnic**. This initiative follows the Vivaio (Nursery) concept at the core of the Italian Pavilion, which stands for the nurturing of young talent so new ideas can grow and develop to demonstrate to the rest of the world the excellence of Made in Italy.

The two solutions created by Epta echo and develop the leading themes of the Universal Exposition as well as Granarolo's guidelines: Epta's total white design perfectly complements the evocative atmosphere set up by the company from Bologna to convey the Milk Experience.

The **“Boutique” solution** offers a new way to display and sell individual yoghurt pots which are loaded horizontally inside ad-hoc dispensers and can be customised in colour and size, to simultaneously present more than 250 items. The system features the highest sustainability: manufactured in recyclable material, designed to avoid traditional cardboard packaging and so further reducing the environmental impact.



When in position, the lid of the pot is immediately visible, so the consumer can easily recognise the brand, read the ingredients and be guided in his/her purchase. Moreover, in order to assist a new, more conscious, informed and responsible type of client, **Epta has installed a tablet in the cabinet, which will provide awareness-building information and information on the food chain, quality and natural resources.** An additional advantage of this system is that exhibitors will be spared time-consuming restocking procedures.

The **second solution** exclusively devised by Epta for Granarolo is an **innovative cabinet combining the capability to preserve and display fresh and frozen products** in the same display. This cabinet was specifically designed to assist the modern consumer in their need to create a quick, healthy and complete meal. The consumer can choose from a wide array of alternatives including ready meals, salads or sandwiches and even that important treat of fresh ice-cream or yoghurt for dessert. Each product is preserved at the ideal temperature, to keep nutritional and organoleptic qualities intact.

Epta expresses this responsible attitude in the concept **“The Epta Way UP : preserving food value”**. Through technologically advanced solutions Epta ensures perfect preservation and display of food while maintaining its value. Constant research and Development draws inspiration from the values shared by both companies, the culture of ethical consumption that guarantees food authenticity, freshness and safety as well as respect for environmental resources.

The synergy between Epta and Granarolo embodies the excellence of the Italian industry. These two companies are actively involved in a nutritional model seen as an example of excellence world-wide. This excellence derives from the nutritional and biological diversities it offers, and also from the rational use of natural resources, respect for the environment and excellent product conservation.



Images of the “Boutique” display case:



Epta. Advanced solutions for your store.

EPTA – Multinational enterprise specialising in commercial refrigeration, operates on a worldwide level thanks to its various brands, **Costan** (1946), **Bonnet Névé** (1930), **George Barker** (1928), **Eurocryor** (1991), **Misa** (1969) and **Iarp** (1983).

Epta asserts its position on the domestic and international markets as a turnkey partner able to manufacture and provide complete refrigeration systems through the integration of specific product lines like: serve-over refrigerated counters and cabinets, vertical and semi-vertical chillers, vertical and horizontal freezers, plug-in units, medium and large capacity refrigeration systems and cold rooms. Based in Milan, it has 4,000 employees, a world-wide sales network and a turnover of 680 million Euros for 2014. Epta's responsible attitude is expressed through the concept “**The Epta Way UP: preserving food value**” which creates technologically advanced solutions to ensure products retain their value through perfect preservation and display of foodstuffs. This strategy is reaffirmed by the “Power Up your store” motto, which encompasses Epta’s calling to focus on clients and use its abilities to meet their needs while maximizing store growth.



Facebook: Epta.

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The Granarolo Group

Granarolo Group is one of the main players in the Italian agri-food industry and includes two distinct and yet synergic divisions: a milk producers' consortium - Granlatte – which operates in the agricultural sector and collects the raw material, and a joint-stock company - Granarolo S.p.A. - which processes and markets the finished products and has 14 production sites, 12 in Italy and 2 in France.

Granarolo Group represents the largest Italian milk chain and is directly owned by producers operating as a co-operative. In actual fact, it brings together about 1,000 milk farmers, a raw milk collection service with more than 70 tankers, 1,200 distribution vehicles, to handle 750k tons/year and serve approximately 50k outlets from which Italian families purchase Granarolo products.

At Granarolo Group labs, milk is daily tested throughout the supply chain, from raw material to finished product, in order to provide the consumer with high quality dairy products meeting high safety standards.

The Group also utilises independent quality control from accredited International certification agencies endorsed by International Food Standard (IFS), British Retail Consortium (BRC) and EU organic food certification (CCPB). The production process has enjoyed ISO 9001 quality management system certification since 2002.

At the end of the year 2014, Granarolo Group had 2,100 employees. 77,48% of the group's capital is owned by Consorzio Granlatte, 19,78% by Intesa Sanpaolo, the remaining 2,74% by Cooperlat.

The Group's turnover for 2014 exceeded one billion Euros.

Epta Communication

For further details:

Lbdi Communication

Federica Cosmo – email: fcosmo@lbdi.it

Ginevra Fossati - email: gfossati@lbdi.it

Tel. 02/43910069 - Fax 02/33007120

Communication and Corporate Affairs S.p.A.

Myriam Finocchiaro

Tel +39 051 4162417

Mobile +39 348 7124967

myriam.finocchiaro@granarolo.it

Tommaso Simili

Tel +39 0514162652

tommaso.simili@granarolo.it

Media Relations Weber Shandwick | Advisory

Giorgio Catalano

Tel +39 02 0064111

Mobile +39 334 6969275

gcatalano@advisorywebershandwick.it

Federica Torello Rovereto

Tel +39 02 006411.1

Mobile +39 342 7402510

ftorellorovereto@advisorywebershandwick.it