

## Epta-Viessmann Joint Venture Aims to Deliver 'Complete Natural Offer'

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William Pagani, Chief Marketing Officer, Epta Group

The new joint venture between Italian OEM Epta and Viessmann Refrigeration Solutions in Central and Northern European markets is designed to deliver "a complete natural offer that covers the entire product lifecycle," said William Pagani, Chief Marketing Officer for the Epta Group.

The new entity, which will be led by Epta, will combine all of Viessmann Refrigeration Solutions' commercial refrigeration activities in the Baltics, the Czech Republic, Denmark, Finland, Germany, Norway, Poland, Slovakia and Sweden with Epta's activities in Denmark, Finland, Germany, Norway and Poland. Viessmann Refrigeration Solutions is the commercial refrigeration division of German manufacturer the Viessmann Group.

Both Epta and Viessmann will maintain their distinct technologies and solutions.

By joining forces, Epta and VRS will "significantly strengthen their integrated and complete offer," thanks to their "complementary competitive position," Pagani explained. On one hand, Epta is focused on commercial refrigeration and is recognized as "a pioneer in developing cutting edge natural refrigeration solutions," he noted. On the other hand, VRS has an "extensive presence in the area and high-quality solutions."

The resulting union creates "a leading one-stop-shop provider of energy-efficient and sustainable commercial refrigeration solutions for retailers, as well as the food and beverage industry," he added.

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Epta and Viessmann aim to provide "comprehensive support throughout the entire lifecycle of the commercial refrigeration solutions, ensuring 360-degree proximity and technical services to retailers and food and beverage customers," he said.

The joint venture will be limited to Central and Northern Europe because "this operation responds to a precise EPTA strategy to enhance its presence in this area, in particular in Nordic countries, to be closer to our customers," said Pagani.

The joint venture will also strengthen research and development efforts. In addition to Epta's Innovation Center and 10 R&D centers, it will have other local R&D centers "to meet the needs of each country and promote local synergies," he said.

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