

Joint venture adopts Epta brand

18th March 2024



ITALY: All activities under the recently announced Epta and Viessmann Refrigeration joint venture are to operate under the Epta brand.

The JV completed in November, and named Epta Central North Europe BV, includes all the commercial refrigeration activities of Viessmann Refrigeration Solutions in Germany, Poland, the Czech Republic, Slovakia, Denmark, Finland, Sweden, Norway, Estonia, Latvia and Lithuania, and the activities of Epta in Germany, Poland, Denmark, Finland and Norway.

According to Epta, aligning the operations under the same Epta Central North Europe brand unites the companies' wide product and service portfolio under a unique cohesive brand as a one reliable partner. The repositioning will be carried out in all countries by the end of April 2024.

While the Viessmann Refrigeration Solutions brand will be phased out, its products will be integrated and rebranded into Epta's product brands portfolio, specifically in the Costan, Bonnet Névé and Iarp ranges. In addition, all after-sales services will be provided by EptaService.

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[Epta completes Viessmann JV deal](#) – 9 November 2023

ITALY/GERMANY: Epta Central North Europe BV is the new company formed from Epta's joint venture agreement with Viessmann Refrigeration Solutions announced in July. [Read more...](#)

[Epta and Viessmann form joint venture](#) – 18 July 2023

ITALY/GERMANY: Italian manufacturer Epta is to create a commercial refrigeration joint venture with German company Viessmann Refrigeration Solutions (VRS). [Read more...](#)

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Magazine: Cooling Post
18th March 2024