

## Viessmann Refrigeration Solutions joins Epta brand

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*William Pagani of Epta Central North Europe*

**The joint venture between Epta and Viessmann Refrigeration Solutions will operate under the Epta name in all central and northern European markets.**

Announcing the strategic rebranding, Epta Central North Europe said the new company will adopt the Epta brand in Germany, Poland, the Czech Republic, Slovakia, Denmark, Finland, Sweden, Norway, Estonia, Latvia and Lithuania. The repositioning will be carried out in all countries by the end of April 2024.

With a combined turnover of more than 400 million euros, and 1600 employees, Epta Central North Europe says the move reinforces its commitment to providing innovative and sustainable solutions to its customers.

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

William Pagani, CEO of Epta Central North Europe, said: "We are thrilled to embark on the next step of our joint venture journey as we rebrand and introduce ourselves as a one-stop shop provider with shared identity. This strategic phase not only epitomises our commitment to sustainable innovation but also underscores our relentless pursuit of excellence in serving our customers."