

Epta and Purever Industries sign an agreement for the sale of Misa Branded Cold Room Business

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Epta S.p.A., in the context of its project to focus on its core business of commercial refrigeration and in accordance with the guidelines of its Strategic Plan 2024-2027, announces the signature on April 2nd 2024 of an agreement with Purever Industries - a global player specialised in insulation solutions for Life Science, Food Chain, Supermarket & Food Retail - for the sale of the MISA commercial and industrial activity.

The operation also incorporates a commercial agreement under which Epta commits with the purchasing continuity of MISA-branded cold rooms and products, guaranteeing to customers, the same quality standards and complete commercial offer.

“The deal signed with Purever Industries not only enriches our ecosystem with a new partner to better serve the needs of our customers but is consistent with our status as a market leader and the principles we have upheld: the total need for an aggregation policy that can bring know-how and synergies to compete in an increasingly global and dynamic market” stated Marco Nocivelli, President and CEO of Epta. “The sale of such a specialised business is a physiological step in order to continue Epta’s path of consolidating its leadership in its core business and will allow the Company to concentrate its investments in complete refrigeration systems and services, bringing the Group one step closer to its goal of becoming the global leader in commercial refrigeration, in the spirit of sustainable innovation.”

Purever Industries’ founder and CEO, Luis Coelho Borges, expressed his satisfaction for the deal and confirmed that “the integration of MISA activity, its valuable people, industrial Pomezia’s know-how, and international commercial presence reinforces Purever Industries presence in Italy and other countries and enriches us with a prestigious brand and technical expertise. And confirms Purever Industries as a key European player in modular cold rooms with other prestigious brands as Coldkit, Dagard and Taver. It also reinforces our presence in Southern European countries, particularly in Italy where we also have started Dagard Italia, in the end of 2023. Purever Industries has extensive experience in the successful integration of mid-size companies, enriching our talented teams, know-how and cultural diversity. We are very thrilled to work together with MISA’s management and employees in this integration and in the development of the company into a new prosperous period of its long and proud life. We welcome all MISA people to the Purever Industries universe, now with 11 factories in 6 countries and over 1.100 employees.”

This partnership with Purever Industries, specialised in this type of solution, responds to Epta’s strategic choice to focus its investments and development on the Group’s core business, offering efficient and natural refrigeration systems to support customers in their green transition. This operation is in line with the strategy behind the joint venture with Viessmann Refrigeration Solutions and the purchase of HEIFO’s refrigeration business - transactions communicated to the market on 18 July and 14 September 2023 respectively.

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With the integration of MISA, Purever Industries continues its expansion with a clear focus on innovation and value generation. All the companies of the group share the same principles by keeping the industrial DNA intact, as demonstrated by its latest acquisition, Taver, that joined Purever Industries last November 2023. These latest operations consolidate Purever Industries' position as the leading manufacturer of walk-in cold rooms in the Iberian Peninsula and pave the way into the Italian market.
The closing of the operation is scheduled for May 31st, 2024.

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