

REFRIGERATION April 11, 2024

Epta offloads coldroom manufacturing business

Refrigeration maker sells brand to specialist producer of coldrooms in order to focus on core product offer

By Andrew Seymour



European refrigeration giant Epta has agreed to divest its Misa branded coldroom business in a move that it has described as “strategic” to a new three-year plan it is embarking on.

The company has inked a deal that will see the business sold to Purever Industries, a Madrid-based manufacturer of coldrooms and insulation solutions for foodservice, retail and life science customers.

The arrangement includes a commercial agreement that means Epta can continue purchasing Misa coldrooms and equipment for customers that require it.

Epta wants to focus its investments and developments on its core business offering efficient and natural refrigeration.

It said the strategy was in line with the [recent joint venture with Viessmann Refrigeration Solutions](#) and the acquisition of HEIFO's refrigeration business.

Marco Nocivelli, president and CEO of Epta, said: "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 employs more than 1,000 staff and operates factories in France, Portugal, Spain, the UK and USA.

The group's portfolio includes brands such as Dagard, Coldkit and Portiso, as well as Taver, which it acquired in November 2023.

The company is one of the largest manufacturers of walk-in cold rooms in the Iberian Peninsula and will use the purchase of Miso to expand its European coverage, including the Italian market.

Luis Coelho Borges, founder and CEO of Purever Industries, said: "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 now have 11 factories in six countries."

The closing of the transaction is scheduled for 31 May 2024.