

## **Epta Announces Rebranding for Its Synergies and Innovation**

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Epta Central North Europe, a leading commercial refrigeration solutions company joint venture (JV) between Epta and Viessmann Refrigeration Solutions, unveiled its strategic rebranding on March 18. As part of the JV initiative, the company will operate under the Epta brand in all Central and Northern European markets in Germany, Poland, the Czech Republic, Slovakia, Denmark, Finland, Sweden, Norway, Estonia, Latvia and Lithuania.

The rebranding unites the companies' wide product and service portfolio under a unique cohesive brand, making it known as one reliable partnership. The repositioning will be carried out in all countries by the end of April 2024.

For the companies formerly known as Viessmann Refrigeration Solutions, the rebranding initiative signifies a further step towards synergies and innovation within the industry. With operations now under the same brand, Epta Central North Europe, now boasts a turnover of more than €400 million (about US\$ 435 million) with 1,600 employees. It is reinforcing its commitment to providing innovative and sustainable solutions to its customers.

Under the Epta brand, the local companies within Central and Northern Europe will offer a smooth customer relationship, providing a seamless experience for customers in the food retail, convenience, food, and beverage industries as well as the HoReCa market. Customers will gain access to a wider range of products and related services. Moreover, all after-sales services will be provided by EptaService, a group conceived to support retailers during the entire lifecycle of Epta solutions.