

## EPTA inaugurates a new season of freshness @venditalia 2024, with Iarp vending solutions

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Epta inaugurates a new season of freshness by presenting a preview of the most innovative Iarp vending solutions at Venditalia, the most important international Automatic Distribution event.

From 15 to 18 May at Fieramilano Rho, the Vending Fair confirms itself, yet again, to be more than a simple trade fair, with a rich agenda of meetings, for the benefit of new business opportunities.

A true global stage, this edition of Venditalia boasts increased internationalisation, highlighted by the presence of new buyers and exhibitors from Japan, China, USA, Middle East, and Northern Africa.

Its propensity to catalyse key innovations and emerging trends in the vending sector confirms Italy, which avails of the largest automatic food distribution network (835 thousand distributors) of the Old Continent, as absolute reference point in Europe.

### **Sustainability and digitisation lead the evolution of new Iarp vending solutions**

Sustainability and digitisation have always been the cornerstone of Epta's strategic development. They are the cardinal points that guide the evolution of the new Iarp vending solutions with which the brand redefines the qualitative standards, in the segments of reference, through increasingly more efficient, versatile and technologically advanced models.

On show at stand H22 K19 – Pavilion 8, the Iarp solutions ensure perfect preservation, depending on the products on show, for example beverages, snacks, and ice cream; this is thanks to an excellent control of the internal temperature.

Furthermore, Iarp is at the forefront of the digital transition of the entire sector, with smart display cabinets characterised by a high level of energy efficiency, and by a new level of operational performance and advanced methods of payment such as VIPay technology, for the benefit of an easier purchasing experience for final users.

Rapid identification, by a camera recognition system, of the product taken following door unblocking by credit card, and the subsequent automatic debit, significantly simplify and accelerate the interaction of the consumer with the vending solution.

Important advantages also for store managers who, thanks to the new digital technologies, can receive reports and aggregate data on the sales performance and on the most purchased products, optimising assortment and restocking.

“I am delighted to announce the participation of Epta, with its Iarp brand, in Venditalia, ideal showcase not only to exhibit the most innovative solutions of the brand but also to communicate its new repositioning, expressed by the Look Inside concept” declares Davide Bagero, Trade Marketing Manager F&B who concludes “The new claim marks a real turning point in the interaction between the solutions offered by Iarp and the consumers, invited to discover a world of freshness, quality and innovation, for a shopping experience which becomes immersive and aims at strengthening the loyalty towards the products on show and the store”.