

Epta, Group specialised in commercial refrigeration for the Retail, Food&Beverage and Ho.Re.Ca. sectors.

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Iarp presented the innovative Vending solutions of the ColDistrict family at Venditalia, Proposed in the BOOST version, for the first time, in class B, category 4 – stratified temperature – they represent an important sustainability goal in the International Vending world.

Certified by a third party according to the European Energy Labelling directives, the new models are boosted in terms of energy efficiency, falling fully within the vast range of best-in-class solutions of the Group.

Sustainable regulation of lighting, improved management of the service temperatures stratified thanks to magnetic plates and parameterised according to the product category on show and digitisation of the processes, contribute to redefining the quality standards of the Iarp vending range.

THE “PRO” MODELS FOR IMPULSE PURCHASES

The ColDistrict line is renewed with the PRO models, designed to stimulate impulse purchases thanks to a frameless and total glass effect for truly PROtagonist products and attractive internal aesthetics, geared to catalysing the attention of consumers.

With the goal of maximising the profitability of the new vending solutions, PRO and BOOST also enable the Basket function, allowing the purchase of more products, often proposed in bespoke combinations or in strategic promotions, in a single transaction.

Always with a view to increasing sales, Iarp has equipped its distributors with an innovative Electronic Price Display which, programmable online (through the addition of two-way telemetry systems) and by the enhanced definition, not only makes it easy and immediate to read the prices of the products and labels of the spirals, but also provides additional information on the specific properties of vegan or gluten free products and the offers underway.

Thanks to renewed electronics, developed and designed within the group's R&D, the ColDistrict BOOST and PRO solutions are compliant with the MDB and Executive communication protocols, as well as the DDCMP protocol; these innovations lead to an engaging customer experience, with smoother and faster transactions to stimulate and simplify the impulsive as well as the necessary purchase.

Such digital tools guarantee effective benefits for store managers too, who can receive reports and aggregate data on the performance of sales and on purchase trends, functional to optimising assortment and restocking.

Furthermore, the ability of IARP to personalize the cabinets through decal printed internally or with 3D effect print directly on the metal panels of the external structure, make the entire proposal more attractive.