

EPTA Showcases Ever Smarter Refrigeration @Thaifex-Horec Asia 2025



Epta announces its participation in the second edition of Thaifex-Horec Asia, the key event for the Ho.Re.Ca. sector in the Asian continent, which is the ideal showcase to present the most recent technological innovations dedicated to a market in continuous growth.

From 5 to 7 March, Impact Muang Thong Thani of Bangkok will welcome new ideas, trends and strategies of business, with the goal of creating a network of professionals and exceeding the records of the first edition, which recorded more than 15,000 visitors and an overall value of commercial transactions at the trade show of close to 100 million dollars.

Epta will be the star of the exhibition area dedicated to bar and restaurant equipment, presenting the APAC region with its successful technological formula for ever smarter refrigeration, thanks to the LineOn digital solution signed EptaService. The latter enables monitoring and analysis of the performances and sales of the plug-ins, to improve the management of the refrigerated display cases, thanks to precise information on performance, consumption, and consumer preferences.

The Epta stand: complete solutions, symbol of sustainable and digital innovation

The Epta stand (Hall 11, Stand W17) hosts the most advanced solutions branded Iarp which, symbol of the sustainable and digital innovation of the Group, are completely customisable depending on the demands of the Retailer and the stores, representing a virtuous model for the entire commercial refrigeration sector.

For beverage preservation, Iarp proposes the compact Counter 68 and Back Bar 2D models, which are joined by the Scarlet 298 2T wine cooler, characterized by an interior design which is both spacious and appealing. Its wooden shelves, the blue LED lighting and two temperature ranges with digital control protect the refined properties of the wines.

A significant role is also played by the refrigerated display cases designed to preserve the freshness of the homemade and packaged ice cream. For the first type of dessert, Iarp showcases the Delight 18serve-over of the Cool Emotions line, a combination of high performance, even in hot climates, and customisable aesthetics; for tubs and cones, Iarp showcases the Super Excite exhibition counter and the Glee 45 model, featuring flexibility and minimal design.

Plug-in cabinets for Small Retail formats with reduced sales space are also on show. These include the COOL, COOL ECO and COOL MID cabinets which stand out for style and performance thanks to a highly efficient refrigeration and ventilation system.

"All the solutions on show are equipped with LineON connectivity, available in three different modes: Full OEM Solution, namely with technology already on board in the production phase and direct access to services; Ready to Connect, with IoT service readiness during the production phase, in favour of simple subsequent activation and, finally, Smart Plug Solution, for plug-in retrofits installed thanks to the aid of a specific accessory box" concludes Ajchara Aekyati EptaService Manager- Epta APAC.

<https://www.eptarefrigeration.com>