

Press Release

**UNIT, THE REFRIGERATED DISPLAY CASE
WHERE THE END BECOMES A NEW BEGINNING:
EPTA'S CIRCULAR MANIFESTO**

Milan, 10th of June, May 2025 - The **commercial refrigeration industry** is at a crossroads: on one hand, the **linear framework** - production, use, disposal - shows **clear limitations** in terms of **environmental sustainability**; on the other hand, the **circular economy framework** is increasingly emerging as a **viable alternative**, aiming to **optimise the environmental performance** of the solutions placed on the market and **extend their lifespan**, all in the name of **efficiency**. In this context, **Epta** – *Independent global player and leader specialised in commercial refrigeration* – presents **UNIT**, the **first Iarp-branded refrigerated display case entirely designed and industrialised** according to **circular economy principles**.

*"For decades, manufacturers of refrigerated display units have focused on **enhancing the appeal of retailers' offerings** and, as a result, **customer experience**; nowadays, however, the industry is facing a **radical shift in paradigm**" states **Francesco Mastrapasqua, Epta Institutional Affairs Manager**, who concludes: "Epta has chosen to **take early action** by adopting an **industrial vision inspired by circular economy**, one that already translates **future European circularity requirements** into real, tangible solutions."*

A true circular manifesto by **Epta, UNIT** is the refrigerated display case where the **end** becomes **a new beginning**, breaking away from an outdated production and consumption framework. In line with the **company's purpose** — **"Preserving our planet with conscious innovation. Together."** — Epta introduces a **new approach** that embraces the entire product life cycle, encapsulated in the strategic imperative: **"Use Better, Use Longer, Use Again."**

FROM OBSOLESCENCE TO DURABILITY: USE BETTER, USE LONGER, USE AGAIN

Epta leads the **transition from obsolescence to durability through three clear guidelines**: **Use Better** means **enhancing the efficiency** of its solutions with advanced technologies such as **remote monitoring** and **remote energy management** via **sensors** and **IoT**, **ensuring** consistently **high performance** over time. **Use Longer** focuses on **maximising the equipment lifespan** through **accurate material selection** and **design** geared toward **repairability** and **modular component replacement**. Finally, **Use Again** gives new value to the end of life of Epta's solutions by **recovering** and **regenerating individual units** for **reuse** or **reintegration into future production cycles**.

Norman Sarabelli, Product Manager del brand Iarp, explains: *"UNIT, industrialised for the first time, embodies the 'from cradle to grave' approach, where **modularity, material recyclability** and **energy efficiency** come together under the banner of the **4Rs: Reuse, Repair, Recondition, Recycle**. Each feature has been meticulously crafted to ensure that the **solution evolves over time, remains adaptable** and continues to **deliver value throughout its entire life cycle - essentially without limitation**".*

UNIT, a **refrigerated counter** for the **Food&Beverage sector**, is the result of a **modular design strategy** based on the principle of **Design for Disassembly**. Each **component**, including the compressor, is designed for **easy access** and **replacement**, thanks to a **cassette** and **handle system** that simplifies the **removal of units** and **disassembly** and **reassembly processes**. These tasks are further simplified by a **significant reduction in the number of components**. A clear example is the use of a **single structural element** with a **dual function**, serving both as the **lid** and the **basement**, and designed to be fully **interchangeable**. This configuration allows for the **repair of individual parts** in the event of failure or obsolescence, **reducing downtime** and **operational costs**.

UNIT also stands out for its **use of sustainable and highly recyclable materials**, selected to **minimise environmental impact** throughout its entire life cycle. For

instance, its **insulating coating** does not use synthetic foams but instead employs natural, **100% biodegradable cork**. In addition, **recycled plastics** are used to ensure **resistance, durability** and **ease of processing at the end of the product lifecycle**.

Ultimately, **UNIT** is distinguished by its **fully natural refrigeration system**, based on **isobutane R600a**, a **hydrocarbon** that combines **high refrigeration performance** with **minimal environmental impact**, thanks to **ODP and GWP values of zero and three**, respectively.

With **UNIT**, **Epta** marks **the first, significant milestone** in the development of **solutions increasingly aligned with the principles of the circular economy**, laying the foundation for an **industrial ecosystem** that **combines sustainability, efficiency** and **innovation**. This vision extends beyond a single product, encompassing the entire Group's portfolio, including solutions for the Retail sector, driven by a **constant commitment to exploring alternative materials, smart technologies** and **regenerative processes**. The path is already set, and it will take centre stage at **Euroshop 2026**, where Epta will unveil the **next developments of its circular strategy**.

Epta. Preserving our planet with conscious innovation. Together.

EPTA – A multinational group specialising in commercial refrigeration, it operates worldwide through its brands **Costan** (1946), **Bonnet Névé** (1930), **Eurocryor** (1991), **Iarp** (1983), and **Kysor Warren** (1882). Epta positions itself on the domestic and international markets as a partner capable of producing and marketing complete refrigeration systems, thanks to the integration of specific product lines such as: traditional positive vertical and semi-vertical, vertical and negative horizontal refrigeration counters, incorporated unit counters (Plug-in) for the Retail, Food & Beverage and Ho.re.ca sectors, medium and large power units and a complete portfolio of pre- and after-sales services. Headquartered in Milan, it has more 8,000 employees, several production sites in Italy and abroad, and a capillary technical and commercial presence all over the world, guaranteed by more than 40 technical-commercial branches.

Facebook: Epta
 LinkedIn: EPTA GROUP
 YouTube: EPTAspa
 Instagram: @Epta_Group

For more information:

Lbdi Communication

Media Relations

Office: +39 02/43.91.00.69

Gianluca Brusa e-mail g.brusa@lbdi.it

Diletta Ballarati e-mail d.ballarati@lbdi.it

Ginevra Fossati e-mail g.fossati@lbdi.it

Viber: LBDIPR Europe

