
















## EPTA PRESS FOLDER

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## DISCOVER A NEW SYSTEM TO ENJOY YOUR STORE

**With Epta the future is today**

An **evolution/revolution** is underway in the Retail world, dictated by a more demanding customer, new consumption trends and stringent international regulations, which are constantly updated. In a scenario that changes at an increasingly fast-paced rhythm, **Epta, multinational group specialised in commercial refrigeration**, strengthened by an integrated approach, works alongside the Operators of **Large Scale Retail, Ho.Re.Ca. and Food & Beverage sectors, in dealing with the changes underway**. A metamorphosis which is represented in the aesthetic, technological and regulatory aspects, where **elegant high performing furnishings and a first class service** contribute to making the store increasingly **more attractive, efficient and sustainable**.

### Valuable expertise

The Group, thanks to the experience and synergy of its trademarks (**Costan, Bonnet Névé, Eurocryor, Misa, Iarp and Kysor Warren**) and to the direct management of the entire value chain, proposes a vast range of systems and technologies for commercial refrigeration. An offer which includes **positive and negative temperature remote cabinets, plug-in cabinets, cold rooms and small, medium and high capacity refrigeration packs**. Furthermore, thanks to the contribution of **a team of qualified professionals**, it is able to work alongside the Client in every phase of the project: **from devising attractive spaces** and *turn-key* set ups, with **EptaConcept** staff, to the customisation of refrigeration systems thanks to **System Engineering**, to **after-sales assistance and advice** guaranteed by **EptaService**.

## Progress supported by investments

**Epta**, with its *headquarters* in Milan, boasts a competitive position in the diverse areas of business and is well balanced geographically. Its strategy results in continuous **international expansion** implemented by diversification. The Development Plan of the Group includes dimensional growth for internal and external lines. There are three cornerstones: **acquire businesses complementary to the core business of the Group, enter into new countries and consolidate existing partnerships**. A global presence ensured by the **six trademarks** and by direct and indirect technical-commercial presidia in more than **40 countries**, a staff of almost **6000** and **11 production facilities** in Limana, Solesino, Casale Monferrato and Pomezia in Italy, Hendaye in France, Bradford in the United Kingdom, Columbus in the USA, Rosario in Argentina, Corlu in Turkey, Quingdao in China and Cha-am in Thailand, for a **total covered surface area of more than 330,000 m<sup>2</sup>** and an annual production capacity of **230,000** units. The strength of Epta Group is also demonstrated by constant investments in **technology and innovation**, with a total of **108 million Euro** in the last three years. A vision which merges a vocation for the research and development of advanced and efficient products along with service, system and process innovation.

## Virtuous Governance

Adopt a responsible approach to create value: the growth of Epta is impossible without care for people, the community in which it operates and the environment. To demonstrate its desire to be an international group that enhances the local dimension. An orientation that stems naturally, developed over the years to become a common thread which is reflected in every aspect of business life and now includes an assessment of the Groups investments according to the most recent ESG (Environmental, Social, Governance) criteria. To monitor the progress

made and to have a benchmark of comparison with other companies, since 2012 the Group has presented a Social Responsibility Report which in the last two versions has been enriched by a survey geared towards its employees, Clients and Suppliers to make the CSR increasingly detailed and responsive to the requests of all stakeholders.

A document which demonstrates the solidity of the Group with regards to its environmental and social impact: the **creation of shared value** is a **daily commitment** for Epta and is represented along **the entire chain**, with the ambitious goal of increasingly promoting the success of a **circular economy**.

To ensure maximum transparent and objectivity, the Report has been validated by the Institute **TÜV Austria Cert GmbH** according to the **GRI Core Option** standards and, in line with the route undertaken in the previous edition, the **KPI** considered most important by external and internal stakeholders, have been investigated. Furthermore, as a family-owned and operated company not listed on the stock exchange, Epta has announced its voluntary adherence to the **self-regulation code** defined by the **Bocconi University and AIDAF** (Italian Family Business Association), to ensure **best governance**.

## SIX BRANDS TO ACCELERATE YOUR BUSINESS

The trademarks under which Epta operates are leaders in their market segments and specific product types. Ongoing sharing of **competences** and **technological know-how, specific to each trademark**, is the crucial factor which has led the multinational to devise new refrigerated solutions, integrated to each other and to service diversification. A very vast and customised offer, which effectively satisfies the needs of all kinds of store, all over the world.

**Costan** represents the founding block of **Epta**. It was set up in 1946 in Turin as an artisan laboratory for the production of iceboxes and refrigerated cabinets and acquired in 1986. The trademark, that has always been synonymous with **quality, excellent service, technologically advanced and reliable products**, is commercialised through a network of branches in Italy and sales and distribution offices abroad.



**Bonnet Névé** stems from a merger between two prestigious French trademarks: **Bonnet Réfrigération** – that was founded as Bonnet in 1830 - and **Satam Névé**, that were acquired in 1988. Over the years, this trademark has won important awards for its solutions, that stand out for their innovative and functional design, attentive to the principles of ergonomics and energy saving.



**Eurocryor, Puro Stile Italiano**, was founded in 1991 in Solesino, in the province of Padua. It stands out on the market as a **premium trademark** specialised in the production and sale of **tailor-made solutions**, with a high **service content**, to furnish and customise **prestigious stores**. The main stays of Eurocryor **new image** reside in developing solutions to **promote the uniqueness of stores** and **enhance the specificity of each type of**

**food displayed**, in the unequalled customisation of cabinets with **an all-encompassing vision, from project to after-sales**.



**Misa**, *Mastery in cold-rooms*, founded in 1969, is a **trademark that specialises in the production of commercial and industrial cold rooms**. It was acquired by **Epta** in 2011 to enable the group to extend its offer and create new opportunities and synergies, including **in the Ho.Re.Ca sector**.



The **Iarp** trademark was founded in 1983 and is renowned for its **plug-in cabinets** with a strong specialisation for solutions dedicated to enhancing **ice cream and beverages**. Iarp joined the Group in March 2013 and thanks to its international spirit and technical know-how, it guarantees major synergies in terms of business diversification and development of plug-in solutions powered by natural refrigerant. Iarp's distinctive trait is its ability to produce ad hoc plug-ins, including ones on an exclusive basis, for **Food&Beverage** companies.



In business for more than 135 years, the **Kysor Warren** trademark **is now third largest American producer of refrigerated cabinets and systems for commercial refrigeration**. It joined **Epta Group** in **April 2019**. Its strong point is the design, production and sale of **technologically advanced and efficient cabinets and systems** for supermarkets, convenience stores and other areas of Retail and *foodservice*. The acquisition of the trademark and assets of Kysor Warren has led to the birth of **Kysor Warren Epta US Corp which works with a team of 500+ employees in the United States and Mexico**.



## YOUR #STOREVOLUTION. THE EPTA SYSTEM

### The Epta System, a winning combination

**Attractive, flexible, technological and sustainable:** to experience the stores in their most evolved version, **The Epta System** is the answer. It is a winning combination of **products, services, technologies, ideas and people** who transform the Stores into **an authentic destination** for consumers. Epta's goal is to support the Retailers to accompany them in their **#storevolution (evolution/revolution)** with **aesthetically attractive set-ups**, realised with refrigerated furnishings that give **dynamism and vitality** to every layout, guaranteeing **best performance** and **reduced carbon footprint** in line with the most stringent regulations of the sector.

Retailers also focus on maximum **process efficiency and service continuity:** for this reason, Epta offers all-encompassing services of assistance and after-sales advice and telemonitoring programmes to increase the business value of Clients: monitor parameters remotely, ensure predictive diagnostics and timely interventions is synonymous with reliability and minimum consumption.

Finally, the change of paradigm is also represented in **new technologies** which contribute to lowering emissions through **natural refrigeration**.

## Solutions for a smart shopping



The expansion of **e-commerce worldwide** is a strong signal of the evolution in consumption habits. Eurostat data published in January 2020 indicate that more than **7 out of 10 users** have made online purchases during the 12 months before the search, with a growth of **78%** of consumers between 16 and 24 years of age and of **76%** between 25 and 54 years of age. Investing in the **omnichannel universe** is now a must: drive, click&collect, home delivery, virtual store... are valid tools for Retailers to offer Customers maximum freedom and purchasing convenience.

### Meeting between cold and click&collect

Epta supports **Retailers** with **#EPTABricks** in the comparison with operators specialised in online sales. These are practical lockers that allow consumers to pick up food and non-food products ordered online on the Supermarket's website, wherever and whenever they want, even outside shop opening hours. Designed to ensure consumers the highest flexibility, they are available in the **Indoor** and **Outdoor** version and consist of controlled temperature modules: the **#EPTAdryBricks** are intended for **dry products**, **#EPTAfreshBricks** and **#EPTAfrozenBricks** guarantee the preservation of **fresh and frozen articles**. They have become even more **compact**, thanks to **the communication screen (Master) integrated** inside the columns of the lockers. **#EPTABricks** can be positioned anywhere and are particularly suited for **points of**



**interest** like **work-home route**, inside or close to **large Companies**, close to **shopping centres** or **petrol stations**

### **A win-win solution for Retailers and the environment**

There are many factors driving Retailers to invest increasingly in this mixed formula of online purchase and collection by the Customer in the city. Firstly, it allows them to win **market shares**, in response to the growth of e-commerce operators, offering a system that combines **convenience and sustainability**. #EPTABricks do away with home delivery, ensuring an **efficient management of the last mile** and a reduction in the *carbon footprint*, thanks also to the use of the refrigerant **propane R290**. They also allow to make the most of the **city centre**, and intercept the flow of this strategic area where a new type of demanding consumer is moving in search of a **fast shopping solution** during short daily journeys. They contribute to increasing sales, thanks to the **simplicity** in making the **orders online** using a system that connects to the e-commerce platform of the Supermarket, ensuring an experience of interactive purchase and the availability of the articles, 24 hours a day. Finally, the 24hr **Telemonitoring** service is synonymous with maximum operational continuity, ongoing monitoring of all the parameters and timely interventions when needed.

## The Urban Spirit



The physiognomy and geography of Large-Scale Retail is strongly influenced by the way in which consumers experience city space. The **radical changes** in purchasing habits and models of consumption, a direct consequence of **the increasingly dynamic rhythms** of life in urban centres, are driving the current processes of transformation. **Proximity stores** of a compact size, due to the ability to **evolve** and renew their function of social presidium, are among the fastest growing formats. **Hyperlocalisation, flexible opening hours, possibility to shop quickly and for sought-after items, lunching or dining in-store:** this enrichment of synergies contributes to greater customer loyalty and the affirmation of a new interpretation of proximity. Megacities must be eco-sustainable; hence, the choice is natural refrigerants.

### **A new style makes its entrance into the city**

The combination of a format analysis and the study of the development of the dynamics between customer and Supermarkets gives way to **SlimFit Costan & Kysor Warren and MultiCity Bonnet Névé**, spearheads of the Epta trademarks. **A complete collection of self-contained cabinets** which merge the design of remote cabinets with the optimised capacity and compactness of plug-in incorporated units, to stylishly furnish the entire self-service area of **small surfaces, mini markets and convenience stores.**

## One solution for every need

**SlimFit/MultiCity** stand out for a **range of solutions** that enables further customisation, in favour of perfect **multiplexing** of cabinets, **aligned and mixed** with one another to satisfy every need. Featuring a coordinated *look&feel* also in the aesthetics and finishes, SlimFit/MultiCity promote sustainability thanks to **LED** lighting and to operation with **natural refrigerant** propane **R290**. The stars of this area are:

- ✓ the verticals for fresh products **Tango Narrow and MultiFresh Modular**;
- ✓ verticals for frozen products **Valzer Next and MultiFreeze Plus**;
- ✓ semiverticals for fresh products **Mambo Next and MultiFresco Plus**;
- ✓ semiverticals for frozen products **Twist Next and MultiFrozen Plus**;
- ✓ special versions to create themed corners dedicated to fresh organic foods: **Tango Bio/MultiFresh Bio** and frozen products **Valzer Bio/MultiFreeze Bio**
- ✓ the verticals **Ballet/MultiWine** for a perfect display of wines
- ✓ the compact verticals **Funky Next/MultiTiny Plus** which can be integrated with display stands of dried foods.

## Flexibility, modularity and increased capacity

These are the strong points of the positive and negative verticals of **SlimFit** and **MultiCity**, designed to give the food area of small and medium stores an **exclusive, elegant and modern** appeal, which attracts and accompanies the customer to **rediscover the value of the in-store experience**. Tango Narrow and MultiFresh Modular for fresh products and New Valzer and New MultiFreeze for frozen products, stand out for their transparencies realised using full height glass doors and panoramic ends. Models with a higher capacity, for **+25%** internal

volume in Tango Narrow and MultiFresh Modular, a depth increase of **850mm** compared to **720 mm** of previous models and technical details that make them more compact, with minimum floor space occupancy. Furthermore, for a greater depth of range, they are fitted with either **water or air condensation system** to guarantee greater flexibility.

### The semiverticals that redesign the layout of fresh and frozen product area

**Mambo Next/MultiFresco Plus and Twist Next/MultiFrozen Plus** are the highest expression of Epta's desire to redesign the fresh and frozen product area in small and medium sized surfaces through merchandising designed ad hoc to enhance the products. These **semiverticals** offer infinite **in-line or island configurations**, for increasingly attractive presentations.

### In the name of nature

To intercept the needs of an attentive and informed customer, the corners dedicated to **organic and natural products** are becoming more and more common inside **proximity stores**. The renewed version of the **Tango Bio/Multifresh Bio and Valzer Bio/Multifreeze Bio** set-ups. These models stand out for black coloured door contours and interiors and wood type external finishes which guarantee its perfect integration with the *concept* of areas dedicated to *organic food*.

### Wine bar corner, not just elegance

Recreate the atmosphere of a wine shop inside a small-medium sized store: the vertical cabinets, **Ballet** Costan and Kysor Warren and **Multiwine Plus** Bonnet Névé, guarantee **best visibility of labels**, stored at ideal temperatures and positioned on **tilted shelves**. The all-glass doors as well as external and internal finishes in stainless steel, together with wood product stoppers **give a touch of elegance to the wine area**. Finally, for greater safety, the cabinets are equipped with a **lockable** closing system in the bottom part of the unit.

### Increase cross-selling in dry product aisles

**Costan and Bonnet Névé** revolutionise **cross-selling** strategies thanks to **Funky Next/MultiTiny Plus**, the new **compact verticals** part of the SlimFit/MultiCity family designed to integrate with the display areas of dry products. Characterised by a **double door and a depth of just 500mm, Funky Next/MultiTiny Plus** are ideal to develop sales of complementary fresh products like beverages but also in areas dedicated to PET foods where fresh products are also becoming more integrated.

 **DeliRevolution**



**The area of fresh and ultra-fresh products** is one of the most attractive areas of stores. In designing them, it is essential to study the perception of space and the elements able to promote interaction with consumers. The characteristics of the

**OutFit and Mozaik** lines by Costan and Bonnet Névé represented in display methods, colours and different decorations, are able to mould the character of **every supermarket, to make it unique and distinguishable.**

**One line, infinite possibilities**

**OutFit and Mozaik** express a narrative in which every detail contributes to attracting the attention of the public and enhancement the products. The **vast families of products for the fresh and ultra-fresh areas** consist of horizontal and semivertical furnishings, self-service, serve-over and back counters which give way to a visual rhythm that enables a user to immerse oneself in an ever-new context.

**Creativity is our hallmark**

Synonymous with **infinite shapes, modules and customisations**, the lines assume evocative power in emphasising the assortment and the quality of products in every type of store, **from hypermarkets to proximity stores.** What makes OutFit and Mozaik unique is the **Finishing Collection** now available for all new models: a rich *palette* of finishes which range from material ones like wood and stone, to screen-prints and customised prints.

**Exclusivity on a large scale**

**Customisation and extreme flexibility**, for a solution able to make exclusivity available on a **large scale**: this is the inspiring principle behind designing the **OutFit** and **Mozaïk** lines, perfectly embodied in **Velvet and Shape**, which offer innumerable alternatives for adding a refined touch to spaces: **three aesthetics**, Design, Style and Studio, **multiple modules**, from the semivertical to the tower, hot table or frozen version, **numerous depths, lengths and heights** and limitless **finishes**, thanks to the **Finishing Collection**. Worthy of note are also the **glazing** variations, without uprights, with curved, straight, tiltable glass, with book-like opening or suitable for converting Velvet and Shape from serve-over to self-service.

### A complete range

- **Batik** Costan and **Kaleido** Bonnet Névé, the new semiverticals (proposed in a variety of heights and depths).
- **Silk C** Costan and **Dualio E** Bonnet Névé, horizontal display cabinets available in a remote (horizontal and semivertical) and integrated (horizontal) version
- The back counter **Boutique** Costan and **Profile** Bonnet Névé, with essential and square design with closed base to store products refrigerated or at ambient temperature, Boutique and Profile transform **from back counter to stand-alone counter**, ideal for example to organise *food tastings* in traditional shops or inside large sales surfaces and promote moments of interaction with Consumers. Finally, the added advantage of these models is the possibility to introduce **glazed doors** for the upper section to improve energy efficiency.

### Innovative layouts

The furnishings of **OutFit and Mozaïk** are characterised by a play of contrasts between volumes, transparencies and colours. They also boast elevated **versatility**: it is possible to create different configurations, island or wall, even by putting various models of the line next to each other. The solutions also stand out for their **compactness, increased display ratio** and aesthetics that respects the principles of functional

design. Essence of a perfect balance between the elements of the structure, the cabinets of the **OutFit and Mozaïk** lines guarantee attentive ergonomics thanks to a display level with correctly sized height and depth, which improves interaction with the consumer, facilitating, at the same time, the work of the Operator. The space can be organised in different formats, due to the innumerable combinations of the models. **OutFit and Mozaïk** make it possible to create routes geared to the maximum freedom of movement of consumers, lengthening the time of stay inside the store, in favour of increased purchasing, including unplanned purchases. An attractive layout which is reflected positively on the image of the brands and of the Supermarket, in favour of Customer loyalty.



## Transparent versatility



The **store** is the place where the **preferences** of the consumer take shape and are defined, above all if the choices related to promotional and impulse purchases are considered. **Costan** and **Bonnet Névé** have devised

the new **Stage and Latitude** range to respond to the needs of Supermarkets to enhance the products, from those with higher profitability to promotions, with **pass-partout** lines that are an effective pole of attraction for users.

## A superior attractive power

It is important to satisfy the **functional** and **hedonistic** needs of the clients, who motivate impulse purchases in particular sales conditions. There is a relationship between pleasantness of the environment, mood, impulse buying and spending level. Visual merchandising acquires an active role: with **Stage/Latitude**, families of plug-ins with minimal design, **all-round visibility of the products** is ensured thanks to vast glazed surfaces and space saving of the compact technical parts, housed in the base.

## The picture of freshness

**Functional and sturdy**, these **versatile** lines come in numerous models, ideal for hosting a vast range of **product categories**. Stage/Latitude available in *serve-over*, *self-service*, double load, semivertical, hot table and in the special Closed configuration, allow to renew the layout of **all sales formats**, in the entrance areas, in front of the cash registers, promotional corners and grocerant spaces. Highly

attractive spaces which are furnished with maximum consistency to create new in-store layouts and **underline the quality and freshness** of cured meats, cheese, meat, fish, gourmet proposals of gastronomy or specialities of regional or international cuisine.

### Essential style

Simple and elegant cabinets which disappear from view, to make the products easy to recognise; the transparent sides are equipped with **Epta Adamant**, a solution designed specifically to ensure perfect transparency over time as well as higher **scratch resistance** and *food safety*, thanks to its water-repellent qualities. Minimum impact for maximum performance, in terms of food **preservation** and **accessibility**, in favour of the best **hygiene**.

 **Perfect Lineup**



The heart of the interaction between store and user is no longer the product, but rather **the experience the Customer can enjoy inside the store**. Consequently, it becomes crucial for Retailers to design the *shopping*

*experience*, defining new languages of communication and aesthetics: differentiating factors to transform the stores into a true **destination** for consumers.

**Structure the identity of each department**

Defining the **layout** is essential. The choice of **equipment**, colours and finishes plays a **crucial** role on the behaviour of users inside supermarkets and hypermarkets, in terms of permanence and value of the average receipt.

**Design and visual coherence**

GranFit Costan and SkyEffect Bonnet Névé are complete ranges of refrigerated cabinets equipped to **furnish the entire fresh, ultra-fresh and frozen food area** with a single coordinated family of products.

GranFit Costan and SkyEffect Bonnet Névé are available in the following versions:

- ✓ positive verticals **GranVista Next / SkyView Plus**, also available as an **Integral** version
- ✓ negative verticals **GranBering / SkyLight**, also available as an **Integral** version
- ✓ closed semiverticals for frozen products **GranSesia / SkyShine**

- ✓ open semiverticals for fresh products **GranSibari / SkyLook** and closed **GranValdaj / SkySpace**, also available as an **Integral** version

The perfect integration and alignment between the different models and the possibility to combine them to create infinite combinations guarantees total display coherence. GranFit Costan and SkyEffect Bonnet Névé are presented with a unique guise that represents the finishes in the **Finishing Collection**. They stand out for glass shelves with fully integrated lighting and for the decorative effect of the materials used on the interior and exterior furnishings that forms a high visual impact making it possible to coordinate them with the serve-over range Outfit Costan and Mosaik Bonnet Névé.

### The “champions” of versatility

The new **open semivertical GranSibari /SkyLook** with cascading shelves **and closed GranValdaj /SkySpace** are equally impressive. These cabinets distinguish themselves for unparalleled **merchandising** and for a **linear modern and essential design**, merged with **technical innovation**. These solutions make it possible to insert up to six shelves, for an optimised ratio between floor occupancy space and Total Display Area ratio compared to traditional models and **greater visibility of the products**. **Versatility** is one of the key ingredients of these cabinets. It is possible to choose between **four different lengths, three depths and three heights** (1300mm – 1500mm – 1700mm) for GranSibari/SkyLook that includes **three types of doors** for GranValdaj / SkySpace: straight, inclined sliding or hinged.

### First fruits as though “freshly picked”

The special **Season** version of **GranVista Next Costan and SkyView Plus Bonnet Névé** are also presented. This is a visually striking **set-up**, designed to guarantee an attractive **presentation** of **fruit and**

**vegetables.** GranVista Season and SkyView Season are presented in two versions; Value to position first boxed fruits and Advance to display them on half-moon shaped shelves. The cabinets can be equipped with **nebulisers**, which extends the **shelf-life** of fruit and vegetables which makes them even more *appealing* to the eye of consumers, giving them a “**freshly picked**” look.

 **Dedicated to your excellence**



Focus on **personality, the uniqueness of each store and the specific nature of its assortment**: this is what **“customisation”** means for **Eurocryor**. Competitive positioning, with renewed values and proposals, **which now also includes an exceptional service.**

This evolution bears witness to the desire of the trademark to be the **ideal partner** for **Clients**, working alongside them, defining ad hoc solutions and being **point of reference** for consumers.

**Eurocryor is Puro Stile Italiano**

*Brand identity* is captured in the claim **“Puro Stile Italiano”**, with which Eurocryor affirms its constant search for excellence, visible in the **elegance of design** and **technological innovation**. Expression of the **creative talent of Made in Italy**, known and appreciated worldwide, Eurocryor merges aesthetics and technique, **reinterpreting traditions** to offer solutions designed ad hoc and enhance each category of fresh product, in any **display context**.

**Dedicated to your store**

Each store has its own **specific features**. Eurocryor works alongside **specialist shops** to define a **visual identity** by proposing **new presentation methods** through **quality solutions** that are **customised** in every detail, from shapes to dimensions, from materials to finishes. Strong point of the trademark is the ability to design furnishings able to enhance the product and, at the same time, to evoke the immaterial and symbolic values that make the Supermarket stand out.

### Dedicated to your fresh food

With Eurocryor, perfect display marries best **preservation**. Thanks to the investments in **research and innovation**, the trademark offers specific preservation technologies for every **type of product**, such as meat, fruit and vegetables, cured meats and cheese, confectionery and bread, in the name of **freshness** and **preservation** of their organoleptic properties.

### Dedicated to support you

Customisation also embraces “tailor-made” **assistance**, to meet every need. EuroCryor Clients can rely on a **Team of specialists at** their service, able to work alongside them **at every stage**, from design to after sales.

### Operator wellness first and foremost

The customisation of Eurocryor cabinets, besides the aesthetic or display aspects, also embraces **the protection of the operation of employees behind the counter**. Eurocryor has studied a cabinet designed with the operators **correct posture** in mind, in accordance with the most recent **French regulations on ergonomics, issued by Cramif (Caisse Régionale d'Assurance Maladie d'Ile-de-France) and by Assurance Maladie, among the most stringent on the market**. Finally, **the new “Adaptive System”** provides a continuous adaptation of the evaporator depending on the external conditions of the counter to maintain its temperature and humidity stable.

### Dedicated to urban foodies

**Lunch Corner** is an island dedicated to **food to go** designed to answer to the new habits of city consumption and to the need of customers to compose a complete lunch or dinner meal, combining numerous products. One solution with a creative design is a self-service salad bar

on two sides, characterised by total transparency and elegance. It is composed of stainless steel chests of different dimensions to display ready-to-eat vegetables and other complementary foods, typical of Self-Service Take Aways, such as baby mozzarella, croutons and hard-boiled eggs. The solution is completed by an integrated semivertical **Hot Table module** for hot ready-to-eat foods such as pizza, sandwiches and cakes.



## MISA, SUPER FOOD PRESERVATION



We lead our day-to-day lives at an **increasingly fast pace**, which has led to **changes** in eating habits and, as a result, how we **prepare and store food**.

In order to help ensure the food chain is as **safe** as possible, the food industry has adopted a stringent approach through evolved **technologies for producing, storing and**

**displaying foods in stores.**

To preserve the quality of the products, it is necessary to ensure the **right temperature** is maintained, and that **hygiene standards are respected**: as a result, **advanced cooling equipment** becomes an essential asset for all operators, as a means of **winning the trust** of consumers who are increasingly aware and well-informed, and who are looking for food that is fresh, healthy and safe.

**Misa, a byword  
for food safety**

**Misa** specialises in producing commercial and industrial refrigerated storage units for Ho.Re.Ca. and Retail and is the Epta Group brand which best meets this need. The founding elements of the brand are *Quality* and *Technology*, relating to the group's commitment to preserving the value of food goods. Tangible proof of this commitment is the **HACCP**-based *Food Safety Programme* certification which Misa voluntarily completed, involving a process of inspection and control which resulted in it becoming the sector's **first brand** to achieve this award.

**A "barrier"  
against bacteria**

In addition, all the Misa solutions are treated using the **innovative antibacterial system** harnessing silver ions, **Epta Food Defence**. This technology has been designed to improve **food safety** of products inside cold storage units. It can prevent, combat and eliminate many different bacteria species, including the most well-known and hazardous types, as the

silver ions prevent bacterial proliferation and at the same time promote antimicrobial activity.

The antibacterial properties are applied straight onto the sheet metal of the storage unit to provide **total protection**, 24 hours a day, 7 days a week, covering the whole product lifecycle.

In addition, the protective film is suitable for contact with food substances and staff usage, in compliance with Ministerial Decree dated 21 March 1973 and subsequent updates, as well as European Directives 78/142/EEC, 80/766/ EEC, 82/711/ EEC, 85/572/ EEC, 90/128/ EEC, 92/39/ EEC.

### The best sustainability

Misa will also be presenting **Freeblock**, a freestanding block designed purposely for mini-coldrooms: this compressor harnesses the **R452A** coolant from the **HFO family** of hydrofluoroolefins which boast a low GWP (Global Warming Potential). It currently represents the best response in a market which, in accordance with international directives, is demanding increasingly high-performance, eco-friendly systems. The **Freeblock** compressor is also hermetically sealed and leak-proof, pre-charged and tested in the factory, making it ready for immediate use.

**The MisaMetic plant powered by HFO R449A** is also quick to install and has a reduced impact on the environment. This ideal solution for small surfaces is optimised and inspected at the factory and ready for use.

## Simply Ingenious



Emissions of greenhouse gases at global level are set to increase in coming years, above all due to developing countries which will

have access to the cold chain to transport and store food products and to conditioning systems to protect themselves from a world that is heating up. Recent studies show that to respond to the requests of the global market **19 HVAC&R units a second** will be **installed** in the next 30 years. (Source: Toby Peters, Professor in Cold Economy, University of Birmingham). Choosing **natural refrigeration** will increasingly become a must to help contribute towards lowering the *carbon footprint*. **Europe** is opening the road to technologies able to **combat climate changes** with the goal of driving the **transition to a climate-neutral economy** by 2050, as required by the recent European Green Deal. To support Retailers, **Epta System Engineering** has studied ideal system solutions for **every project**: technologies which look to the future, to direct the sector towards eco-friendly alternatives.

### An authentic green vision

Epta's **sustainable revolution** includes the introduction of **simple and ingenious natural refrigerant innovations** on the market. The Group promotes **the adoption of natural refrigerants for all surfaces**, ranging from plug-in, integral, air-cooled, water cooled and co2 solutions to cover **most efficiently and optimally any store dimension in any climate condition**.

The **evolution of the patented FTE Full Transcritical Efficiency System** is designed for any temperature area but necessary when temperatures are **higher than 37°C** to get maximum efficiency, and the new **ETE Extreme Temperature Efficiency subcooler**, able to ensure **100% refrigerating capacity**, recommended for climates from 30°C to 40°C and necessary to get the maximum efficiency with temperatures **beyond 40°C**.

### Life-C4R of Epta, within the prestigious LIFE programme

**FTE 2.0** is at the heart of the **Life-C4R – Carbon 4 Retail Refrigeration** project, within the Mitigation area of the **LIFE Programme of the European Union and co-financed by the EU** (n° LIFE17 CCM/IT/000120). The Plan aims to raise awareness among the scientific community, suppliers of components and all the players of the Retail world on the use of increasingly more efficient solutions and to show how it is possible to **completely replace** HCFC and HFC refrigerants with transcritical CO<sub>2</sub>, **simply, efficiently and reliably anywhere in the world. Communication and sharing with stakeholders are one of the mainstays of the Life-C4R** and, for this reason, at its stand, Epta has envisaged **a conference area dedicated to the project**. A place for **meeting and information**, designed to disclose the **updates** on the first and important achievements of the pilot installations already in operation.

### The power of invisibility

In the 2.0 version, the FTE Full Transcritical Efficiency guarantees **less space and the reduction of installation and start-up times**, doing away with the need for additional space in the machine room to house the liquid receiver. **ECO2SMALL+** is available with **CO<sub>2</sub> transcritical of medium and low power with FTE 2.0 on board**, pre-installed and pre-tested. Designed for **indoor or outdoor** installations in small and medium sized stores, it stands out for its compactness and

**accessibility** to all the components on one side, to allow its use also in the narrowest machine rooms and rapid maintenance. Additional options are available, such as self-diagnostic functions, possibility to timely report to the refrigeration technicians the component that requires assistance, detection of the optimal level of refrigerant and interface via App.

**Even at extreme temperatures, more than 40°C**

**ETE Extreme Temperature Efficiency** is a new technology by Epta which can be combined with FTE to guarantee operation of the **transcritical CO<sub>2</sub> system** at **any latitude**, also on non booster installations, and in **industrial refrigeration** applications. The technology works **without the support of synthetic, flammable refrigerants**, or the use of water: the system uses the same CO<sub>2</sub> of the transcritical system as its work fluid. The "secret" of the ETE lies in the **reduction of refrigerant temperatures** before it is distributed to the final utilities. The gas, going out from the air exchanger, at a value close to ambient temperature, is **cooled further**. The system allows the **almost total disappearance of "flash-gas"** (refrigerant to recompress), for significant **energy saving** and guarantee of the reliability of the **correct operation** of the system, also above 40°C. Another strong point of ETE is the choice of **standard components**, easily **available and known** to the operators, to ensure not only **easy installation**, but also greater efficiency in the **start-up** and **maintenance** phases.

 **Food&Beverage Space**



In the **Food&Bev** sector, the brand is a fundamental **competitive lever**: a group of **values** and **ideals** that the customer can identify with. It is a **tangible and affective component** that covers functions of identification,

orientation and guarantee, **physically represented in the store**. Businesses are called to become **promoters of brand communication** through the creation of a universe of symbols and meanings that develop around the product.

**Customisation & brand image**

Sensorial stimuli, fruit of an attentive **study of the set-up and display of products**, play a crucial role in ensuring that the Customer feels **part of the world represented** by the brand. **Epta**, with **Iarp**, has always been committed to designing **refrigerated furnishings** characterised by the highest level of **customisation**, for perfect coherence with the **message transmitted by the brand**, with what makes it stand out and makes it closer to the reference target thereby helping to **strengthen brand value**.

**Iarp Cool Emotions, "Emotions in the cabinet"**

A tangible example of the **innovative strength** of the brand is **Iarp Cool Emotions**, a vast range that is constantly evolving, able to respond to every display need, from **bars**, to **ice cream parlours to restaurants**. A complete family of plug-ins with an *urban chic* and a

homogeneous *look&feel*, Iarp Cool Emotions is made unique by the **Led lights** on the **external profiles** of the cabinets, which attract the eye of the consumer, maximising the impulse to buy. The **digital print** directly on the sheet metal lends an artistic touch to the line, guaranteeing extreme customisation of the cabinets, for an original and appealing design, in every context. It is a technology that responds simply and quickly to every need and makes every furnishing unique, whilst empowering the **brand awareness** of the players of the **Food&Bev** market and of the operators of the **Ho.Re.Ca.** sector. These plug-ins are a combination of **aesthetics, flexibility** and **technical performance** and also stand out for their **reliability and sustainability**, thanks to the choice of **natural gases** (R290 and R600a) and to a specific refrigeration system that ensures elevated operation, **reducing maintenance interventions**.

### Creativity applied to technology

The vast range is represented by **scooping Delight** for lovers of loose ice cream and the **open semiverticals Joy** for beverages; **Vertical Glee with doors**, available with both positive temperature for beverages, snacks, *ready-to-eat* dishes or salads and with negative temperature for packaged ice cream or frozen products, are now also available in the compact versions **Glee Mid and X-Slim**; **Excite**, a compact ice cream cabinet which can be positioned on top of the counter and **Super Excite** which is ideal for the back counter. Finally, **Passion** joins the range for the Asian market. It is a horizontal ice cream display cabinet for use with **Amaze**, the double temperature top, to create a combined cabinet that increases the display ratio in convenience stores and in petrol stations.

### Stay connected!

To follow the trend, which sees the birth of increasingly intelligent and connected plug-ins, the new **IoT package** which allows remote monitoring of the cabinet is also presented. These functions, applicable to all other models of Iarp Cool Emotions and available as a retrofit

solution, **analyse the parameters** of the plug-ins, to gather information on the **temperature**, **geolocalise** the furnishing and manage the **alarms**. The IoT package provides *tailor-made* reports and obtains precise feedback on **sales performance, habits and preferences** of the consumers, facilitating the continuous improvement and ability of the operator to respond to the desires of their customer.

### We are on air

The **open semivertical Joy 30 Smart Screen** is also a star. It is equipped with a **14.9" LCD screen** perfectly positioned to show **commercial contents** and **campaigns** with audio and video in 1080p HD. It is a highly **interactive** plug-in which interprets the expressive potential of the range and is able to **actively engage customers** and stimulate *impulse buying*.

### Natural, sustainable, recycled

**Vic 220 AT GREEN EMOTIONS** is the perfect expression of Epta's desire to promote the passage from a **linear economy** (take, make, waste) to a **circular** economy (make, use, recycle), which is regenerative and dialogues with nature. This compact chest for ice cream is made from **100% recycled plastic**, without the addition of further additives and with natural finishes. It also boasts superior energy saving, thanks to the use of **new compressors and components**. Sustainability meets aesthetics with Vic 220 AT GREEN EMOTIONS: the **metal** panels are completely customisable, available with **wood effect 3D Touch** and made from up to **20% recycled material**.



## EptaService



“Great Expertise at your Service” thanks to a **highly professional team**, to support Clients, step after step, during the **entire lifecycle** of stores, like a single

team: **this is EptaService**. It is a proposal split into **multiple services** to satisfy every need, ensuring the **highest saving** in terms of management costs and full **respect for the environment**. Thanks to a **staff** equipped with **cutting-edge technological tools**, EptaService guarantees **comprehensive assistance** and **qualified consulting**, establishing a relationship of long-term **trust** with their clients, who entrust themselves to the Group for design, financing, installation, management and maintenance. In the era of **servitization and digitalisation**, the range of EptaService solutions puts retrofit and maintenance alongside numerous other options that include remote monitoring, now also available for plug-ins, purchase of spare parts on the e-commerce catalogue and new methods of on-site intervention by app connected with the cabinets and devices with augmented reality.

### **Much more than a spare parts catalogue**

**Epta’s e-commerce platform** available on PC devices, iOS and Android, is now even more practical and intuitive. This allows users to verify, in real time, the availability of components by a **fast and simplified search** in **two different ways (name, cap code and production date** to browse the **3D tables** of the model/**serial number** and filters **by categories**) and purchase **the spare parts directly online**. Maximum flexibility, **responsive delivery times**:

The new centralised and automated warehouse makes available **32,000 codes**, guaranteeing deliveries in **24/48 hours**. The most recent

developments of the platform see the creation of an area **dedicated to the client** where, by means of a simple click, he/she can check all the active services, have evidence of the services of his/her store and be up-dated on the novelties available. Therefore, no longer just an e-commerce catalogue but a customisable environment for the single client, available online and consultable from every device to keep up-dated.

### Master the Global Life Cycle Management

The event will be the occasion to illustrate the characteristics of the new **Fleet Management** with which EptaService proposes an *all-in-one* solution for the **all-round management of fleets of plug-in refrigerated cabinets on behalf of third parties**, optimising the costs. The **numerous services** include financing, supply and storage of plug-in solutions, delivery to store/bar, monitoring, preventive maintenance, on-site intervention, end of period collection and reconditioning. Fleet Management follows the entire **Life Cycle of the refrigerated cabinet with special attention to the Total Cost of Ownership**.

### Service 4.0

The continuous monitoring of efficiency and consumption of a CO2 transcritical system is essential to guarantee ongoing performance and reliability, from commissioning to the end of life of the unit.

**The new CO2 Dashboard of Epta Service** is able to monitor in real time COP (Coefficient of Performance) and consumption of the single unit and of the fleet thanks to evolved algorithms that enable normalisation of KPIs and comparison between units with different characteristics.

### Connected Coolers

With EptaService, the cabinets of the Epta trademarks are enriched by the **IoT feature** that enables remote monitoring, to allow Clients to

**identify, monitor and manage the cabinets.** The IoT technology enables **real time analysis of the main parameters** of the cabinets, including temperature and humidity (to guarantee the best preservation of the products), position of the cabinets through **geolocalisation and frequency of door opening** (useful to analyse sales performance). The IoT also manages the **alarms** and **monitors the energy consumption** of the plug-in cabinets.

### Eptaservice Check App

To simplify **interventions** on refrigeration cabinets **EptaService** exclusively offers technicians on the field the new **APP EptaService Check**, available for mobiles and tablets. The APP, which is currently available for the Velvet range, functions on all Epta cabinets equipped with a special circuit board that enables the connection of the cabinet to a **Wi-Fi network**.

The many features included within the APP EptaService Check allow it to read and rewrite the **configuration of the cabinet** and of the utilities connected in total simplicity and to check its parameters in real time as well as receive, validate and handle the **alarm signals** and the error situations, representing a valid tool to support refrigeration technicians.

 **THE COMPANY AT A GLANCE**

- ▶ **Name:** Epta S.p.A.
- ▶ **Headquarters:** Via Mecenate, 86 – 20138 Milan – Italy
- ▶ **Business:** Multinational group specialised in commercial refrigeration
- ▶ **Chairman and Chief Executive Officer:** Marco Nocivelli
- ▶ **Employees:** approximately 6,000
- ▶ **Web site:** [www.eptarefrigeration.com](http://www.eptarefrigeration.com)