

Press Release

## WITH EUROCRYOR THE PROPER CONSERVATION MEETS AN EXPERT DESIGN

28 April 2023 - In the retail world, **visual merchandising** plays a crucial role. As a matter of fact, a successful product display contributes to building customer loyalty, thus increasing store return in the long term. The concept refers to a number of best practices that range from the sorting of the departments in a commercial area, to the layout and display analysis, up to the animation and promotion phases, encouraging clientele interaction. In this context, choosing equipment that can ensure maximum assortment visibility while also enhancing its aesthetic features through proper conservation is essential, because we know it's true, we eat with our eyes first. Indeed, keeping the adequate temperature and humidity conditions inside the cabinet is imperative to preserve the food's physical and nutritional properties, resulting in a higher level of safety. **Epta** – *Independent global player and leader specialised in commercial refrigeration* – with its brand **Eurocryor**, is the ideal ally for food experts, with its offer of refrigerated solutions designed to best enhance the fresh products, combining a modern design and next-generation technologies, tailored to each food category.

In the wide Eurocryor range, the **Stili** family stands out, a collection of refrigerated cabinets to "stylishly" furnish flagship and specialized stores, such as butcher shops, delis, fishmongers and patisseries. Such mixture of solutions results in different configurations, according to the Retailer's needs: from serve-over cabinets to self-service, from the semi-vertical to tower units, for an ever more dynamic display. Stili's key strength is its **extra-clear glass**, whose total transparency makes the furniture invisible, thereby promoting an immediate view of the items on display and their high quality. Timeless elegance in the "*Puro Stile Italiano*" (Pure Italian Style), forged by superstructures, uprights, hinges and mechanical parts in polished stainless steel, left in sight and distinguished by simple and contemporary shapes. A refined appeal, enhanced by a **multicolored LED lighting**, to be set according to the food items showcased: white for fresh cheeses, yellow for seasoned cheeses and breads, pink for deli meats and white meats, and, finally, natural red for red meats. Available in endless textures such as stone, stainless steel, laminates, down to alternatives like Corian®, Dekton® and Vitter®, the cabinets are characterized by **flexibility** and **customization**.

The display is also associated with a **sensory dimension of food**: the Stili family furnishings are a real treasure chest of taste, thanks to **sophisticated technologies** such as **Adaptive System**. The latter regulates the cabinet's parameters according to the external environmental conditions, in order to **keep the temperatures stable and optimize the balance between the refrigeration management and humidity inside the cabinets**. The system is a particularly useful tool for those food items which are subject to dehydration that alters their organoleptic quality performance, as for the dairy products and fresh pasta, in order to enhance their presentation. It is also worth mentioning the **Dynamic System, a patented technology that allows the preservation of meat for several days inside the cabinet**, maintaining the characteristics, freshness and the aesthetic impact of the products intact. Indeed, the solution includes the possibility to activate the night-time function thanks to a structure-integrated blind, thus translating in significant labor savings for operators. Dynamic System minimizes temperature variation and keeps moisture levels higher than 90% without humidifiers, limiting the average weight loss of the meat to 0.12% compared to the standard 3% of a traditional system.

Furthermore, Eurocryor offers food experts its know-how in conservation thanks to a user-friendly and intuitive touch screen control system, which allows to select the desired food category with a simple click, in order **to set the cabinet's working functions**. The technology is conceived to ensure the assortment's **quality** in the long term and to promote mindful refrigeration. The **Food Category Touch Screen** is the result of a joint venture with the **University of Gastronomic Sciences of Pollenzo**, in Piedmont, Italy, aimed at **scientifically defining the correct target parameters**. The valued partnership combines expertise and culinary culture.

*"A fitting product display, which is able to offer an adequate qualitative and quantitative visibility to the food items, represents a strategic lever for the retailer, affecting the decision-making process of users. It has indeed been demonstrated that, when faced with a purchase choice, consumers are mostly influenced by sight (83%), followed by hearing (11%), smell (3.5%) and taste (1%)",* comments **William Pagani, CMO at Epta**, who concludes *"Eurocryor's solutions are the result of a synergy between the different multidisciplinary teams committed to all-round excellence, where food freshness is always the most attractive quality".*

**Epta. Advanced solutions for your store.**

**EPTA** – A multinational group specialised in commercial refrigeration which works globally thanks to its **Costan** (1946), **Bonnet N ev ** (1930), **Eurocryor** (1991), **Misa** (1969), **Iarp** (1983), and **Kysor Warren** (1882) brands. Epta positions itself on the national and international market as partner able to produce and market complete refrigeration systems, thanks to the integration of specific product lines namely: traditional, positive vertical and semi-vertical, negative vertical and horizontal display refrigerators, Refrigerated display plug-in cabinets for the Retail and Food&Beverage sector, medium and high-power refrigeration packs and cold rooms. Based in Milan, it has a workforce of almost 6000 people and boasts national and international production facilities, a widespread technical and commercial presence worldwide, guaranteed by more than 40 technical-commercial monitoring centres.

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For further information:

**Lbdi Communication**

Matilde Martinuzzi – email: [mmartinuzzi@lbdi.it](mailto:mmartinuzzi@lbdi.it)

Ginevra Fossati - email: [gfossati@lbdi.it](mailto:gfossati@lbdi.it)

Tel. +39 02/43910069

Mobile +39 3662694449

Skype: LBDI\_PR