

Press release

Epta celebrates the recovery of the Ho.Re.Ca. sector at Host 2021
Your #futurevolution. The Epta System

Epta – multinational specialised in commercial refrigeration – is among the key exhibitors of the **42nd edition of Host** to celebrate the recovery of the **Ho.Re.Ca. world** (Pavilion 2P Stand A12 C11), featuring a display in line with the claim of the event “*New shapes of hospitality*”.

William Pagani, CMO Epta, declares, “*We are enthusiastic about being able to welcome our customers in person once again in the setting of this international fair. “Your #futurevolution. The Epta System” the fil rouge of the presentation of the Group, expresses the tangible approach Epta puts at the **service of the Ho.Re.Ca. and Food & Beverage clients**. At Host, the group presents “The specialists for your specialities”, the solutions of the specialised brands Eurocryor, Misa and Iarp to respond to the needs of **commercial establishments** in line with the most important trends of the sector such as **design** and **digital innovation**.”*

At the centre of the stand is the **Eurocryor** brand, which offers shops such as patisseries, butcher’s and artisan workshops solutions in “**Pure Italian Style**”, completely **personalised** in the aesthetics, shapes, colours and materials, able to **enhance the personality** of every store. With Eurocryor, in addition to the enhancement of exposure, the ongoing **search for excellence** expresses itself in the study of the unique **technologies**, which contribute to improving the **preservation** of each type of product. Representatives of the Eurocryor vocation, the cabinets of the **Stili range** for the Pâtisserie world and Butcher’s are at the heart of the display. Particularly worthy of note is the winning solution of the prestigious **Smart Label: Visualis** for meat, equipped with a special **Adaptive System** that regulates the operating parameters of the cabinet with **continuous adaptation** to the environmental variations, to ensure optimal performance in terms of **temperature** stability and maintenance of **humidity**.

At the stand, guests can also discover **Mastery in coldroom by Misa** in the design, production and installation of **coldrooms** for storage at positive, negative and double temperature, which is ideal for example, when developing large kitchens. Synonymous with **flexibility** and **functionality**, thanks to the **speed of assembly**, to the numerous **configurations, accessories and personalisations**, Misa systems are at the centre of **technologies** including **Epta Food Defence**. Applied directly to the sheet metal, it improves the **food safety** of the products, for a permanent and complete antibacterial and antimicrobial action throughout the productive life of the coldroom.

The **Iarp** branded solutions also stand out, in particular **the new range Coldistrict** of Iarp vending machines for **cold beverages, snacks and ice cream**. This innovative range of **green solutions** is a true **evolution** in terms of **technology, aesthetics** and **simplicity** of use. A new collection able to intercept the **occasions of consumption** that come from the current healthcare and social regulations and from the new structures of community life. The event will be the occasion to present the innovative digital technology **VIPay**, here applied to the vertical **Glee 45** for packaged ice cream, which transforms the furniture into a **smart vending** solution, with payment by smartphone or credit card.

Finally, Epta will present the **LineON** solution, a new proposal branded **EptaService**. It takes the form of a digital technology, which **analyses the parameters** of the plug-ins, such as **temperature**, humidity and **consumption, geolocating** the refrigerated cabinet, managing the **alarms, gathering information on product sales** and creating ad hoc reports. Thanks to **LineON**, the clients of the Ho.Re.Ca. and Food&Bev sector can make use of a truly comprehensive solution which is able to remotely generate precise feedback on the **performance of the cabinets** and on **consumer habits and preferences**.

Epta. Advanced solutions for your store.

EPTA - a multinational Group specialised in commercial refrigeration operating at a worldwide level with its brands: **Costan** (1946), **Bonnet Névé** (1930), **Eurocryor** (1991), **Misa** (1969), **Iarp** (1983) and **Kysor Warren** (1882). Epta is positioned on the domestic and international markets as a turnkey partner able to manufacture and provide complete refrigeration systems through the integration of specific product lines such as: traditional refrigerator cabinets, vertical and semi-vertical chillers, vertical and horizontal freezers, plug-in units for Retail and F&B, medium and large capacity refrigeration systems and cold rooms. With its HQ in Milan, it has over 6,000 employees, it has several production sites both in Italy and abroad, a widespread technical and commercial presence all over the world, guaranteed by more than 40 direct branches.

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