

## #EPTAEXPERIENCE IS THE WAY FOR FIVE STAR QUALITY PRESERVATION

The **Epta Group** invites you to discover the **five star quality preservation** offered by its brand's solutions: the **Misa** cold rooms, the **Iarp out of kitchen** plug-ins and the **Eurocryor** refrigerated cabinets, at the **40<sup>th</sup> edition of Host** scheduled from 20<sup>th</sup> to 24<sup>th</sup> October at **Fieramilano** (Pav. 2 Stand N21).

The event is a must for professionals of the commercial sector; a privileged place to become acquainted with the **new products from the Epta brands for the Ho.Re.Casector**. The five days will also be the opportunity to present "**#EptaExperience is the way for five star quality preservation**". Interpretation of the concept at the heart of the innovations of Euroshop, this strap line was coined to highlight the **excellent preservation** guaranteed by the solutions of the Epta brands, which also boast **excellent endorsers**.

Epta can count on **prestigious partnerships** with well-established professionals, who support the performance of the systems proposed. These distinguished collaborations are supported by the supply of high-class equipment for important international media events. Innovations that amaze for their unique design and unbeatable performance in terms of *food safety*. The stars of the stand will be the **Misa cold rooms** equipped with exclusive **Epta Food Defence** technology which prevents, combats and eliminates numerous types of bacteria, thanks to the special silver ion treatment, for life-long protection of the cold room.

The spotlights are also on the **Iarp out of kitchen** solutions of **Iarp Cool Emotions** and **Realook Smart Screen**, which are distinguished by an elegant style with high-tech forms and created to make impulse buying **irresistible** inside prestigious bars and ice cream parlours. Lastly, **Primo Piano Eurocryor** makes its debut, a refrigerated cabinet which breaks away from traditional schemes thanks to **proxemic aesthetics**, designed to bring the consumer close to the counter and guarantee a **perception of quality and freshness** of the products displayed from any angle, making them even more "appetizing".