

News Corporate Website

#EPTAEXPERIENCE IS THE WAY TO EUROSHOP 2017

Epta will be waiting for you at **Euroshop 2017**, the largest Retail sector fair in the world scheduled to take place on the **5-9 March 2017** in Düsseldorf (**Stand A60 – B60, Pav. 16**), to present all the latest products from its brands **Costan, Bonnet Névé, George Barker, Eurocryor, Misa, Iarp and Knudsen Køling**, as well as the exclusive **Epta Service** for post-sales assistance services.

The event will also be an opportunity to confirm once again the Group's capacity to combine the **expertise, innovation and personalisation** of the solutions presented by its brands, offering Customers **an original and captivating store experience**. The strategy is encapsulated in the claim "*#EptaExperience is the way*".

William Pagani, Group Marketing Director for Epta, commented: "*Epta positions itself on the market as a trustworthy partner that is able to offer Retailers **complete solutions** that set themselves apart through their **reliability, high quality and cutting-edge technology**, which thus establishes the **centrality of Customers** and the Group's attention to satisfying their every requirement. We have always worked with the key players of the Retail Sector to **revamp food areas**, transforming them into **spaces for interaction and discovery**, where Consumers can experience **unforgettable, enjoyable and gratifying moments**, including from an aesthetic perspective" and he concluded "Our objective? To transform stores from **Points of Sale** to **Points of Experience** and transport Customers to a new emotional and engaging shopping dimension."*