

Press release

"CLEAR STYLE " FOR MAXIMA VOLUM AND MAXIMA MODULAR EPTA LAUNCHES TWO REVOLUTIONARY SOLUTIONS ON THE COMMERCIAL REFRIGERATION MARKET

Milan 14 July 2008 – The hustle and bustle of modern life means even less time for shopping, forcing consumers to cut their time spent inside stores down to a bare minimum. From this viewpoint, the study of store layout and product display becomes a marketing tool for retailers, dictating the quality and quantity of purchases, not to mention the profitability of the sales outlet itself.

A study conducted by POPAI USA in conjunction with the Meyers Research Center bears out the importance of *Point of Purchase* display in relation to consumer behaviour, revealing that 70 % of purchase decisions are made inside the retail outlet, and not beforehand in the home, a percentage which increases to 74 % for hypermarkets.

Therefore, it is essential to guarantee maximum product visibility in order to "accompany" the consumer in the purchasing process, while at the same time conveying an image of quality in the excellent conservation of the food products, as well as convenience.

Creating an attractive point of purchase, limiting the visual impact of the actual units themselves so that they become powerful means to enhance and make the most of the product, is the principle which has inspired EPTA – leading European Group and global partner in the commercial refrigeration sector for retail chains with its brands **Costan**, **Bonnet Névé**, **BKT** and **George Barker** – in the development of *Maxima Volum* and *Maxima Modular*, **under the Bonnet Névé brand.**

Clear Style, or total yet stylish product visibility, is the focus of these revolutionary service counters from the "Energia" line, which support the active role of the sales outlet.

Specially designed for assisted and self service, thanks to their distinguishing modular features, they offer a wide range of uses and are even available in versions suitable for hot meals and confectionery.

Design, energy efficiency, ergonomics and hygiene were the guide lines which led our Research and Development department in the development of **Maxima Volum** and **Maxima Modular**.

A perfect balance of form, material and lighting, where generous glazing, understated, smooth, rounded contours not to mention ultra slim uprights are just some of the design features used to streamline aesthetic impact and offer a slim-line structure which is unmistakably stylish.

The wide variety of customised colour solutions also ensures that your refrigeration unit perfectly blends in with your retail space.

Maxima Volum and **Maxima Modular**, in step with the central theme of **EPTA** strategy - *The Value of Energy* – were conceived to ensure a total energy saving of 20%. This energy efficiency is achieved thanks to the optimization of the aeraulic and refrigerating system, by the introduction of the new Ultra Evaporator capable of reducing REC (Refrigeration Energy Consumption) by 8%, and by the lighting, which is provided by a single row of high-efficiency lamps.

The position of the ultra-slim uprights at the front of the unit, the large glazed opening, the ergonomic service counter and the compact base with high capacity display surface (which measures 980mm on the **Maxima Volum** and 850mm on the **Maxima Modular**), are just some of the brand new features of this new line and the fruit of constant research into ergonomics in order to facilitate staff performance and improve access to the products.

Hygiene is assured by **Technokleen**[®], the patented material used for the monolithic base, made without gaskets or seals for ease of cleaning. All unit components are easily accessible, like the air outflow and intake grids, for instance, as well as the glass shelf, which can be lifted and removed to facilitate cleaning.

Luca Lastella, **EPTA Marketing Director**, states: "The development of this new line of refrigeration units is a testament to the Group's commitment to successfully meet the demands of an ever-changing market, where people and environmental friendliness take on an increasingly important role. The distinctive elegant design of the **Maxima Volum** and **Maxima Modular** is our company trademark, combining, as always, top quality products with a style which makes the very most of product display and store layout".

Epta. Advanced solutions for your store.

EPTA – Leading European Group and global partner in the commercial refrigeration sector for retail chains with its brands **Costan** (1946), **Bonnet Névé** (1930), **BKT** (1910) and **George Barker** (1928) – specialised in the production and sale of refrigerator units for fresh and frozen products, plug-in integral units, medium and high-power compressors and cold rooms. With head offices in Milan, it has a 2,300-strong workforce and widespread sales network worldwide and can boast, in 2007, a turnover in excess of €450m. Its Cooling Industry Awards for best End-User environmental system in 2006 and 2007 are a testament to its position as market leader in design and installation of systems using natural refrigerants.

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