

Press release

LION "*FEEDS YOUR DESIRES*"

EPTA PRESENTS ITS LARGE-SCALE RETAILING MASTERPIECE

Milan, October 2008 – **EPTA**, a leading European group and global partner in the commercial refrigeration market for large-scale retailing, with its brands **Costan**, **Bonnet Névé**, **BKT**, **George Barker** and **Euro'Cryor** – presents **Lion**, a new vertical refrigerated cabinet from the **George Barker** brand, a masterpiece of display which perfectly integrates appearance with functionality and assures maximum product visibility.

The method of presenting and promoting the range proposed by the store has gradually become a crucial factor in communication to customers and affects their willingness to visit the shop and make purchases.

In this sense, the principle that inspired **EPTA** during its development of the new range of refrigerated cabinets, was to offer an exclusive design which "*disappears from sight*" and puts the products in pride of place, guiding customers around the variety of the offer.

The modern and elegant lines, the ultra-thin and inclinable shelves, the new sides, the fronts, the lightweight surround and the fleeting silhouette of **Lion** allow retailers to display with style and "*feed the desires*" of consumers.

Lion goes beyond the traditional concept of a refrigerated cabinet as it also acts as a means of communication: the exclusive *Communication Bar*, featuring an elevated level of *persuasive leverage*, makes it possible to personalise and promote the visibility of products and promotions.

Lion is available in various models, which differ in height, length (295, 445G in glass and 445) and depth: in particular, the *Compact* version occupies an area of just 740 mm.

The slender shelves, with a 25 mm front, can be used to fully rationalise the capacity of the cabinet, partly thanks to three different inclinations; the cabinet can also be illuminated by lamps hidden inside the shelves in order to further emphasise the goods on display.

“Consistently with the central issue of **EPTA**'s strategy - *The Value of Energy* – aimed at developing energy-saving technologies”, declares John Austin Davies, *Product Marketing Director* of **EPTA**, “the new **Lion** features fully optimised aeraulics: *ADC technology* (Asymmetric Double Curtain), the most efficient system available on the market. The exclusive balancing between the internal and external film, in fact, adjusts airflow in order to reduce energy consumption”.

Technological innovation makes it possible to constantly control the temperature inside the unit and, thanks to the “*Blowing Plate*” system, guarantees optimum thermal conditions at all points in the unit.

The evaporator has a new profile, lastly, which has resulted in evening out the evaporation temperature for each counter, thereby achieving improved performance of the refrigeration unit: “Along with the new airflow and lighting in the form of a single row of high power lamps, the new **Lion** allows a total reduction in TEC (Total Energy Consumption) of more than 10%”, concludes John Austin Davies.

Epta. Advanced solutions for your store.

EPTA – The leading European Group and worldwide Partner in the commercial refrigeration sector for Organised Distribution, owns the **Costan** (1946), **Bonnet Névé** (1930), **BKT** (1910), **George Baker** (1928) and **Euro'Cryor** (1991) brands and specialises in the manufacture and marketing of traditional positive vertical and semi-vertical, and negative vertical and horizontal refrigeration counters, (Plug-in) incorporated unit counters, medium and high power units, and refrigeration cells. With its head office in Milan and 2500 employees it covers the entire world and, in 2007, produced a turnover of more than Euro 450 million. In 2007 it generated turnover in excess of 450 million euros. Its winning of the Cooling Industry Awards for the best environmental End-User installation in 2006 and 2007 shows its leadership position when it comes to designing and installing natural refrigeration systems.

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