

# Retail in the face of modern markets and consumers' smart evolution

To offer an engaging innovative shopping experience to increasingly demanding and digitally oriented consumers: a challenge making retailers in Italy and worldwide to rethink their development strategies.

The retail sector has changed in recent years due to the digital revolution that is redefining the relationship between consumers and stores.

Multi-channel shopping is becoming the key to success for modern retailers who are looking to improve their customer relationships. Retailers are beginning to rethink product ranges and their store concept in order to meet the modern customer's needs, whilst keeping bricks & mortar stores relevant.

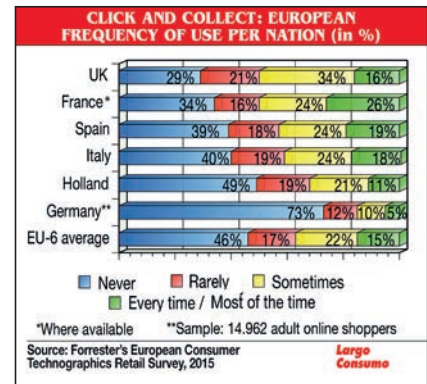
Understanding how digital tools are used by consumers is essential to developing strategies that move with new customer trends.

Click and Collect is a tool which has introduced a new relationship between customers and stores, as customers

can complete their main shop online, collecting from smaller stores which need smaller product ranges on site. By making the shopping experience more convenient the retailer is adding value. Customers also place value on quality, authenticity, farming methods, health and the environment.

Retailers are responding to these values by modifying the products they stock. Stores that focus on quality and product range are showing better results. Stores with a mixed format, showing customers theatre with serving counters as well as in store dining, are seeing positive feedback for the new approach to the customer experience.

In the following pages, together with Epta, a key international player in the sector, we analyze the trends in divi-

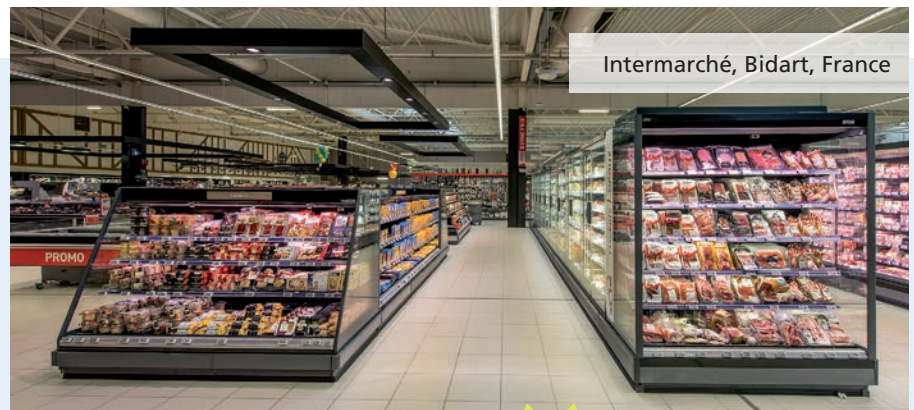


sions where refrigeration plays a role, with comment from numerous international retailers and suppliers.

## Epta: key player in refrigeration

Epta is a multinational group in the commercial refrigeration sector. With a head office in Milan and sites across Europe, Asia and South America, Epta holds a competitive position in the global market.

Epta builds and sells to local markets with brands that are market leaders in their respective countries: Costan, Bonnet Névé, George Barker, Eurocryor, Misa, Iarp and Knudsen Kølning.



| EPTA IN NUMBERS      |   |
|----------------------|---|
| Headquarters:        | Milan   |
| Turnover 2016:       | over 800 million euros  |
| Production sites:    | 11  |
| Commercial presence: | over 35 Countries   |
| Total surface area:  | 300,000 sq.m  |
| Employees:           | 4,000   |
| Production capacity: | 200,000 units/year  |
| Brand:               | Costan (1946), Bonnet Névé (1930), George Barker (1928), Eurocryor (1991), Misa (1969), Iarp (1983), Knudsen Kølning (1961) |

Expertise, innovative R&D and an ability to anticipate global trends are key factors that enable Epta to accompany its customers through market changes – optimising sales performance in retail, HORECA and food & beverage, by adopting innovation, eco-stability and a tailor-made approach. Epta has strong commercial presence in 35 countries, with 11 production units across Italy, France, the U.K, Denmark, Turkey, Argentina, China and Thailand. The Group is able to offer a wide and complete range of products and solutions for commercial refrigeration, allowing retailers to benefit from having a sole

supplier capable of providing turnkey projects on a global scale. The installations add value to every store format, satisfying changes to store design and improving the consumer's shopping experience.

Epta is participating in EuroShop 2017, the most important trade show for innovation in the retail sector, in Dusseldorf on the 5th-9th March.

# CLICK&COLLECT REQUIRES HIGH EFFICIENCY AND TOP SERVICE

*#EPTABricks: lockers  
that combine versatility,  
modularity and integration.*

In the wake of the growing success of e-commerce, the **click&collect** formula is continually proving its value. It's a service challenge for retailers, pointing to a true **organizational revolution** for which Epta offers concrete support. In addition to being a "turnkey" supplier for re-

frigeration equipment, the group has created a **solution for Internet purchases**, located inside or outside the sales point.

It's called **#EPTABricks**, **lockers** for collecting grocery purchases made online, available to consumers 24/7.

## PERFECT FOR EVERY NEED

Epta's project, whose name calls to mind the image of building, has been designed to meet every client's needs. **#EPTABricks** offers columns for fresh products, frozen and dry foods, as well as a master column with a user interface from which the entire structure can be managed.

## MODULARITY AND TELE-MONITORING

Modularity is another defining characteristic of **#EPTABricks** lockers, offering retailers the chance to add modules based on their specific needs. Furthermore, the system has been developed so that every single cell can be controlled remotely, to keep elements like temperature, rate of occupancy, etc., under control, in order to offer the product in the best condition.



## MAXIMUM INTEGRATION

The **#EPTABricks** software has been designed to be easily integrated with the retailer's e-commerce environment, adapting rapidly to their existing IT structure.

# #EptaExperience

