

Press Release

**NEW INTERMARCHÉ STORE ON RUE ÉTIENNE MARCEL:
EPTA'S INTEGRAL REFRIGERATION POSITIONS ITSELF
IN THE HEART OF PARISIAN RETAIL**

Epta – Independent global player and leader specialised in commercial refrigeration – has outfitted a **fully Integral Intermarché store** on **Rue Etienne Marcel**, in the heart of **Paris**. This **achievement** was made possible by the **refrigerated cabinets** from its **Bonnet Névé brand**, a **benchmark for outstanding performance** and **maximum energy efficiency** in **proximity retail**.

The new supermarket has been established within a **historic post office building**, following a **conversion process** that has preserved the **essence** and **distinctive architecture** of the site, on the **bustling Rue Étienne Marcel**, in the **2nd Arrondissement**, just a stone's throw from the **capital's main attractions**,.

Bridging tradition and innovation, the **Haussmannian architectural style** provides the perfect backdrop for a **dynamic urban shopping environment**. The store's **cutting-edge solutions** have been designed to create a **smoother shopping experience** for both Parisians and tourists who flock to the city centre throughout the year.

WITH EPTA, EVERY CHALLENGE IS AN OPPORTUNITY: A TAILOR-MADE PROJECT

With this project, Epta reaffirms its **expertise** in designing a **refrigeration system** tailored to the **specific needs of the Retailer** and the sales area. Customised cabinet layouts are in fact configured to **optimise space** and **enhance product presentation**.

*"Intervening in a historic city-centre building not originally designated for commercial use has posed a **significant challenge for Epta**, which was **successfully overcome** thanks to the **responsiveness** and **problem-solving expertise** of a team of specialists, whose skills were recognised and appreciated by the Retailer at every stage of the project"* states **Cécile Marty**, Trade Marketing Manager at Epta, who continues "The **two-level**

*layout of the 840 m² sales area, the **reduced ceiling height** on the second floor and the **absence of a machine room naturally** led to the choice of relying on the **extensive range of Integral solutions by Bonnet Névé**, which proved to be perfectly **suited for this type of application**, further supported by the contribution of **Epta's Energy Management division**".*

The **propane-based Integral** solutions, fuelled entirely by **natural refrigerants**, have a fully built-in refrigerated unit preassembled inside the cabinet, combining a **modular** approach and **energy performance** standards of remote cabinets with the ease of installation of plug-in units.

EPTA PROVIDES EXCELLENCE IN EVERY DEPARTMENT

The **Bonnet Névé Integral series** takes centre stage in the store, featuring **models** designed to **enhance the attractiveness** and **profitability** of various departments:

- **Fresh Produce**: featuring the **positive vertical SkyView Integral** models from the SkyEffect range, available in the **standard, Urban** or **Season** configurations, for an attractive display of **fresh produce** and **pre-packaged fresh goods**. In particular, the Urban version, with full-height transparent doors and compact dimensions and the **Season Advance setup** highlight the **freshness** of **fruit** and **vegetables**, stored on crescent-shaped shelves.
- **Delicatessen**: with models from the **Collage line** such as **Pencil**, a vertical open unit customised with rounded shelves, and **Ink**, available in a 2.5 meter linear format. **Enhanced merchandising**, a **20% increase in Total Display Area** (TDA) compared to previous models and **fully transparent** triple-glazed panoramic side panels ensure **maximum visibility** and **accessibility**. The configuration is completed by the **Kaléido Integral** from the **Mozaïk range**, an extremely **versatile solution** offering an **excellent balance** between **display area** of products and **floor space**.
- **Frozen Foods**: featuring a combination of **negative vertical SkyLight Integral Perform units** from the SkyEffect family and **refrigerated Eyris Integral display**

units, customised to fit the limited space of the second floor. Here, the **linear design** meets with **high energy performance**, thanks to the vertical solutions in **Class B**.

Epta. Advanced solutions for your store.

EPTA – A multinational group specialising in commercial refrigeration, it operates worldwide through its brands **Costan** (1946), **Bonnet Névé** (1930), **Eurocryor** (1991), **Iarp** (1983), and **Kysor Warren** (1882). Epta positions itself on the domestic and international markets as a partner capable of producing and marketing complete refrigeration systems, thanks to the integration of specific product lines such as: traditional positive vertical and semi-vertical, vertical and negative horizontal refrigeration counters, incorporated unit counters (Plug-in) for the Retail, Food & Beverage and Ho.re.ca sectors, medium and large power units and a complete portfolio of pre- and after-sales services. Headquartered in Milan, it has more 8,000 employees, several production sites in Italy and abroad, and a capillary technical and commercial presence all over the world, guaranteed by more than 40 technical-commercial branches.

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