



Sustainable solutions are a major part of the Arneg Group offering - in what ways will these be highlighted at EuroShop 2017?

In this new digital and internet age, the Arneg Group engages the world of retailers as a one-stop partner, offering innovative and sustainable solutions and proposals, designed to assist customers in achieving the goal of 'zero emissions'.

At Euroshop 2017, Arneg will present its products, system solutions and services that aim to minimise the direct and indirect CO₂ emission during their total life cycle. For direct emission reduction, intervention areas are:

- Reduction of refrigerant charges (Arneg water-cooled units integrated with the cabinets)
- Extensive use of natural refrigerants (Arneg CO₂ advanced systems with ejector technology for centralised systems, R290 for plug-in cabinets)

For indirect emission reduction, the areas of intervention are:

- Improvement of the energy efficiency of the total refrigeration system (heat recovery, integration with HVAC system, monitoring and predictive maintenance system)
- Reduction of thermal load (cabinet optimisation, closures, insulating foams)

For each of these intervention areas, Arneg has identified the best solutions as requested by customers to optimise lifecycle costs.

Arneg is adopting the motto of 'Sharing to Grow and Growing to Share' for EuroShop 2017, which reinforces the importance of relationships. In what ways is Arneg looking to bolster its relationships with its clients, or potential clients?

'Sharing to Grow and Growing to Share' is the spirit in which Arneg World takes on global challenges. Arneg Group is seeking greater interaction with more and more businesses and professionals, in exactly the same way as at its exhibition stand, which promotes engagement, dialogue and synergy between different worlds. ■

Visit Arneg at EuroShop Hall 16, Booth B41, B42, C42, A42, D41, E41, D56. www.arneg.it
<https://euroshop.arneg.world>



Sharing To Grow And Growing To Share

GIAN PAOLO DI MARCO, EXPORT SALES DIRECTOR AT ARNEG S.P.A., TALKS TO *ESM* ABOUT THE GROUP'S FOCUS ON EFFECTIVE, ENERGY-EFFICIENT REFRIGERATION SOLUTIONS.

ESM: At EuroShop 2017, Arneg will showcase how it contributes to the 'life blood' of major enterprise projects around the world. How are you going to do this?

Di Marco: The new Arneg Group stand this year occupies a space of almost 3,000 square metres. It has been organised across three interconnected areas - technology, merchandise and tasting - which are combined into a shared space, where it will be possible to meet people, companies and professionals, share experiences, discover new products, solutions and applications and even sample gastronomic specialties.

Basically, our aim at Euroshop 2017 is to tell inspirational stories of networking, goal-sharing and collective intelligence.

Visitors can also meet all the member businesses that comprise the Arneg Group: Arneg, Incold, Intrac and Oscartielle. Many new elements of interest have been included by Arneg World

in this fluid and shared space, presented to the visitor much in the manner of a museum tour. LED Walls, Infographics and Interactive Points allow users to discover more about the factors that have a part to play behind each product.

The Arneg Group stand at EuroShop 2017 will be highly interactive, encouraging delegates to engage. Why is this important to you in terms of growing the brand?

To us, values of comparison, dialogue and interaction are key elements in the development of innovative projects and solutions of excellence. This is the only way to be always up to date and to grow globally.

These values can be seen first-hand by guests at our stand, where products and merchandise layout solutions are presented as the result of teamwork and of interaction with partners from all around the world.



Global Focus Gian Paolo Di Marco,
Arneg Export Sales Director