



**In particular, Melting Pot will highlight Arneg's versatility when it comes to addressing specific retailer needs and delivering bespoke solutions. How will Arneg use its presence at EuroShop to develop this aspect of the business?**

By exhibiting highly customisable solutions, as well as, above all, functional solutions that meet the specific needs of the various markets and of each individual customer.

In addition, at our stand we will have a great surprise – we are not going to disclose this now, but we will be happy to showcase it to visitors. Here's a clue, in two words: 'experiential room'.

**How important is EuroShop in terms of developing Arneg's network and building new connections, particularly on a global level?**

Very important. Being the most important event for the retail world, EuroShop is the perfect opportunity for us to show our best and consolidate the already good relationships we have globally.

Firmly believing that relationships are our most important asset, EuroShop is an occasion to celebrate our collaborations and thank those who continue to trust us to this day.

In fact, our presence at EuroShop is characterised above all by hospitality, by our particular form of welcome and by the involvement of our people. The stand is built like a small town, designed to welcome our guests in the best possible way, with exclusive services dedicated to them.

When a guest comes to visit us, he or she

# Melting Pot



*AT EUROSHOP 2020, REFRIGERATION SPECIALIST ARNEG WILL INTRODUCE A NEW CONCEPT, MELTING POT. ESM CAUGHT UP WITH ARNEG MARKETING AND COMMUNICATION DIRECTOR TIZIANA RAITERI TO LEARN MORE.*

**A**s a pioneering business within the refrigeration industry, Arneg is synonymous with state-of-the-art technology, design, customisation, sustainability and a myriad of other concepts. Hence, at EuroShop 2020, Arneg will roll out a new identity – 'Melting Pot', which seeks to build on the success of 2017's 'Sharing Avenue', and position the Italian firm at the forefront of innovation within the sector.

Ahead of the show, ESM caught up with Tiziana Raiteri, Arneg's marketing and communications director, to learn more about the Melting Pot positioning.

**ESM: The 'Melting Pot' concept at EuroShop will encompass several different aspects of Arneg's business, with the core focus on discussion, synergy and**

**interaction. Why did Arneg choose this theme for EuroShop?**

**Tiziana Raiteri:** It was not difficult for us to choose the theme for this edition. This is because the Melting Pot is in our DNA – it is the reality we live every day. We are a multicultural group, and as such we see our diversities as an enrichment' as our added value.

Returning to the theme of 2017, 'Sharing Avenue', and evolving that concept, we can say that the Melting Pot is the maturation and the natural evolution of that theme.

By sharing ideas and skills, Arneg's male and female colleagues all over the world contribute to create a unique Melting Pot that distinguishes us from other companies. We want to share this 'positive contamination', as it is only through the act of sharing that this wealth can grow... and benefit everyone.

feels at home, and it is from this predisposition that the spontaneous sharing and positive collaboration we talked about earlier usually arises.

**A highlight of the Arneg stand will be the Agora, styled as a 'meeting point' where people can connect, engage in discussion, and enjoy finger food from all over the world. In what ways will this help to boost the Arneg brand?**

In ancient Greece, the Agora was the square, and the centre of city life. As such, at our stand the Agora is the place par excellence to meet people, talk and listen to each other. As already mentioned, in addition to the technological aspect, we give great importance to relationships.

The added value of the Arneg Group in the market is built around these relationships – for us everything is based on creating positive flows of exchange, that are able to enrich people's lives.

**Sustainability is a key trend for Arneg, and is likely to be the number one issue for consumers in the years to come. In what ways has Arneg been able to reduce its environmental footprint, and also how does the company work with its clients to develop more sustainable solutions?**

To be in step with the times, we have worked in two different directions.

First, internally; taking the parent company as a virtuous example from which to start applying the same approach across the world. In recent years, we have renovated our production facilities and drastically reduced our electricity use.

Today, in order to produce a refrigerated cabinet, we consume exactly half of the energy that was needed in 2007. In addition, with the electricity we produce, we are able to support 50% of the activities of the entire factory. Gradually, we are taking this type of approach to all plants around the world.

Secondly, externally; looking towards consumers, we are constantly making industrial choices with a lower environmental impact. Hence the birth of new technologies and increasingly eco-sustainable products. In this context, the fact that we are a widespread group with branches on all continents is an advantage for the environment. Through our



Embracing The Future State-of-the-art refrigeration solutions will be showcased at Arneg's stand

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**Tiziana Raiteri**  
Arneg

direct presence in different regions, we can reduce our logistical footprint, thus avoiding polluting the seas and the skies.

**Arneg recently launched the Arles refrigeration line - what has the response been like to that so far?**

Arles has been specifically designed to meet several needs at the same time: visibility, space, ergonomics, customisation... practically all the best we can expect from a refrigerated serve-over counter.

Arles is being welcomed by a good share of the market, a share that we aim to expand thanks to its excellent value for money, but especially thanks to its main fea-

ture: the ability to highlight the displayed product to the maximum.

**We are about to head into a new decade - what do you see as the main challenges and opportunities both for your business and for the wider refrigeration industry?**

We believe in an eco-sustainable future. We are advocates of the circular economy and the ability to deal with environmental issues through a series of connections, not only within the group, but also with our stakeholders and with all the players involved in the production and sale process.

Our challenge will be to bring to market highly efficient products and solutions for optimal energy management, all for increasingly sustainable stores. We will always approach it in our usual 'Arneg style', by sharing, and in keeping with the Melting Pot theme, ensuring we are sustainability-oriented. For all future generations. ■

