

Frigoglass showcases market leading innovation at BrauBeviale 2015

BrauBeviale2015

Raw Materials | Technologies | Logistics | Marketing

Athens, 3 December 2015 - Frigoglass displayed its innovative Cooler offering at the **BrauBeviale 2015** tradeshow in Nuremberg, Germany between November 10 and 12. During the 3-day exhibition, Frigoglass showcased its new SMART range which is primarily targeted at the evolving cold beverage merchandising needs of its Brewery customers.

Frigoglass installed a state of the art booth, designed to represent the innovative new products and services that are setting new industry benchmarks. The booth was designed to present the range of Frigoglass' core product themes of Innovative Merchandizing, Sustainable Cooling, Digital Services and Technical Excellence.



Each theme was supported by a separate area within the booth highlighting the latest developments and breakthrough technology across the product range. **Innovative Merchandizing** and **Sustainable Cooling** were supported by Frigoglass' new product platforms; the **ICOOL** and **SMART** ranges. In the booth's **Digital Services** area, a cooler with a built-in screen - which changes its display automatically when customers approach - effectively showcased connectivity. In **Technical Excellence**, a bespoke construction with a retractable cooling mechanism showcased the concept of Optimized Lifetime Costs in an efficient way that creates customer value.

Nikos Mamoulis, Chief Executive Officer of Frigoglass, commented:

"We experienced overwhelming excitement among customers for our innovative new products unveiled at the BrauBeviale fair. This represents our close collaboration with our customers as a strategic partner. Our focus is on successfully meeting their needs for beverage coolers which create value for their business. We are delighted we had the opportunity to engage with customers on our ICOOL and new SMART ranges, as well as our exciting new digital services."



The complete **ICOOL** range, launched in early 2015, was presented to customers at the BrauBeviale booth, featuring product visibility, best-in class energy consumption, lower noise level and improved total lifetime cost. The new **SMART** platform, showcased with four models, was also presented for the first time at BrauBeviale 2015 and created excitement among customers with its merchandising effectiveness and technical features. The SMART cooler range will be gradually introduced to the market in 2016.

Brau Beviale is one of the leading European exhibitions for the production and marketing of beer and non-alcoholic drinks, representing a capital goods exhibition for the whole process chain of beverage production: raw materials, technologies, logistics and marketing.

Media enquiries

Frigoglass

Eva Hioti

Tel: +30 6165768

E-mail: ehioti@frigoglass.com

V+O Communication

Argyro Oikonomou

Tel: +30 210 7249000

E-mail: ao@vando.gr

Frigoglass

Frigoglass is a strategic partner to beverage brands throughout the world. We are the global leader in the Ice Cold Merchandisers (ICM) market and the principal supplier of glass packaging in the high growth markets of West Africa.

Frigoglass has long-standing relationships with blue chip customers in the soft drinks and beverage industries. Our bespoke Ice Cold Merchandisers (beverage coolers) enhance our customers' beverage branding and trigger immediate beverage consumption. At the same time, our leading innovations in the field of green refrigeration enable our customers to meet their ambitious sustainability and carbon emissions reduction targets.

With a truly global footprint, Frigoglass is well established in the more mature European markets while it is evolving into an emerging markets champion. We efficiently support our customers around the world through manufacturing facilities in eight countries and an extensive network of sales and after-sales representatives in five continents.

In our glass bottle business, we are focused on the markets of Africa and the Middle East, which are a prime spot of investments for our customers. We create value for our customers by building on our position as leading supplier of glass bottles and complementary packaging solutions in West Africa and the Middle East.

For more information, please visit www.frigoglass.com.