

PRESS RELEASE

For immediate release

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A high-tech innovation, AIDA, now available

Norpe, the leading manufacturer of commercial refrigeration cabinets in the Nordic and Baltic countries, has launched a brand new display family called AIDA. The energy-efficiency is best in its class. 99% of the cabinet parts are recyclable. There are 33 models, 4 colours, 2 glass types and several accessories to choose from. All the models are designed to mix and match.

The star of EuroShop, AIDA, was created when Norpe wanted to develop a new display series to meet even the most demanding customer needs. The result is a versatile, easy-to-maintain and eco-friendly range of display cabinets for pastry, chocolate, ice cream, soft drinks – virtually anything.

AIDA has the best technical performance in its class: it uses 20% less energy than other serve over counters of the same size. AIDA offers approximately 25% more shelf space compared to other displays of the same size, which gives products the best visibility possible. All the shelves are adjustable, and the front panel is easy to change – no tools needed. There are two standard glass types available: curvy Classic and angular Retro. AIDA cabinets have integrated LED lights as standard.

As the refrigerant, AIDA uses R404A or R290. All refrigerated models are equipped with a compressor switch that allows the customer to use Aida as an ambient cabinet as well.

AIDA is a long-term choice. It's easy to maintain, and 99% of the cabinet parts are recyclable.

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Norpe is one of the most experienced manufacturers of commercial refrigeration in Europe. The company offers innovative, eco-friendly cabinets and displays for the food and beverage industry. Norpe serves a diverse clientele from large hypermarkets to small convenience stores across Europe. In 2010, the company had annual net sales of EUR 102 million and approximately 450 employees. Headquarters are located in Porvoo, Finland. Norpe is fully certified under ISO 14001:2004 and ISO 9001:2008.