

Press release

Arneg reinforces its brand identity and launches a new campaign: “Artisan soul, innovative personality”

January 2024 - Arneg launches its new brand promotion campaign. The latest campaign is based on a simple message that sums up Arneg’s identity in just a few carefully chosen words: **“Artisan soul, innovative personality”**.

The concept focuses on the idea of **artisan craftsmanship**, understood as the accumulation of experience, deep roots in the local area, cultural heritage, mindset, modus operandi, inspiration and vocation. This far-ranging concept expresses a whole world of essential values, such as **premium quality, attention to detail, harmonious customer relations and tailor-made products**.

Arneg’s artisan soul is combined with an **innovative personality** that finds clear expression in the continuous development of new technologies and products guided by an **evolutionary spirit** and the **combined ideas**, talents and experiences of the men and women from all over the world who make up the Arneg Group. Tradition and innovation, pragmatism and creativity, past and present come together as a perfect whole, enabling Arneg to remain in tune with the market at all times.

The visual aspect of the campaign focuses on the faces of Arneg people – people who really do work for Arneg on a daily basis. They are shown in the environments where they work, in a contemporary mood, leaving it up to the text to convey the connection between soul and thought, artisan identity and innovative vocation.

Taken together, all this expresses the identity of the Arneg Group and makes up its soul. **This artisan soul still guides the thinking, actions and growth of our company.**

In addition to the words, Arneg’s identity is also represented by the letter **“a”** that appears in the new adverts. This letter faithfully reproduces the characteristics of the **“a”** in the official logo but appears made from wood, the artisan material *par excellence*, to underscore Arneg’s unique ability: **to create top-quality custom products.**

The new slogan, combined with the **“a”** of Arneg – which, in other contexts, will appear in typical **“Arneg red”** – will serve as the common thread between the coming advertising campaigns.

The aim is to consolidate an image that is coherent with the values that have always identified Arneg, differentiating the brand on the market and emphasising its unique characteristics.



Arneg S.p.A.

Arneg was formed in 1963, in the northern Italian province of Padua. The founders, Roberto Marzaro and Luigi Finco immediately gave the company a set of strong principles and moral values, typical of the popular culture of the Veneto region and clearly expressed in a quote by Roberto Marzaro: *“Dreaming with courage, ethics, common sense and imagination”*. This is the spirit that has guided Arneg's growth and its belief in the effectiveness of products that respond to the pressing themes of environmental protection, energy saving and respect for the individual.

Today, the company is international leader in the design, production and installation of complete commercial refrigeration systems and equipment for the retail sector. Arneg stands out for its ability to produce custom designs that combine excellent performance, sustainable innovation and energy optimisation with true Italian style.

The Arneg Group

Arneg S.p.A. is the parent company of a multinational group spanning Europe, the Americas, Asia, Africa and Oceania. Through the Arneg, Oscartielle, Intrac, Incold and Frigo Tecnica Internazionale brands, 21 production plants and 20 international offices, the Arneg Group is global leader in commercial refrigeration. The group has achieved this position by leveraging synergies between its member companies and exploiting a unique heritage of know-how and ideas, shared throughout the group via a vast production and distribution network covering every content.

This kind of synergy is the result of Arneg's ability to work in harmony with the culture of every country where the company expresses its style, flair for innovation and Italian character and sets up subsidiaries and production units to operate locally and employ local men and women.

This makes a real contribution to sustainable growth and development guided by a new, evolved, collaborative and shared business ethic.

Artisan soul,
innovative personality



Fabio
Technical Coordinator

*We take all the time we need
to develop a new technology*



**IT ONLY TAKES YOU 45 MINUTES
TO BRING YOUR HOT CASE UP TO
OPERATING TEMPERATURE.
WITH THE RIGHT SHELF,
NO TIME AT ALL.**

The London 4 range of counters presents **TCOM SYSTEM**, Arneg's innovative and patented heating technology. The system reaches operating temperature in around 45 minutes instead of the normal 3 hours. With a heated shelf fitted, warm-up time is reduced to ZERO, guaranteeing low consumption and uniform temperature.

Artisan soul,
innovative personality



Daniele
Refrigeration system assembly worker



*We take the time we need to find
new solutions*

**YOU CAN RELAX IN THE KNOWLEDGE
THAT YOU CAN COOL AND HEAT
WITH THE SAME SYSTEM.**

BOOSTER and **BOOSTER XL** are the creations of Arneg's R&D department. These refrigeration systems use CO₂, a natural refrigerant, and combine normal and low temperature refrigeration in the same unit. They even recover heat for hot water production or store heating.



artisan soul,
innovative personality



Angelo
Remote Management System Supervisor

*We take all the time we need
to design a new service*

**YOU CAN RELAX IN THE KNOWLEDGE
THAT YOU WE HAVE YOUR ENTIRE
STORE UNDER CONTROL.**

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Energy



Alarms



Service calls

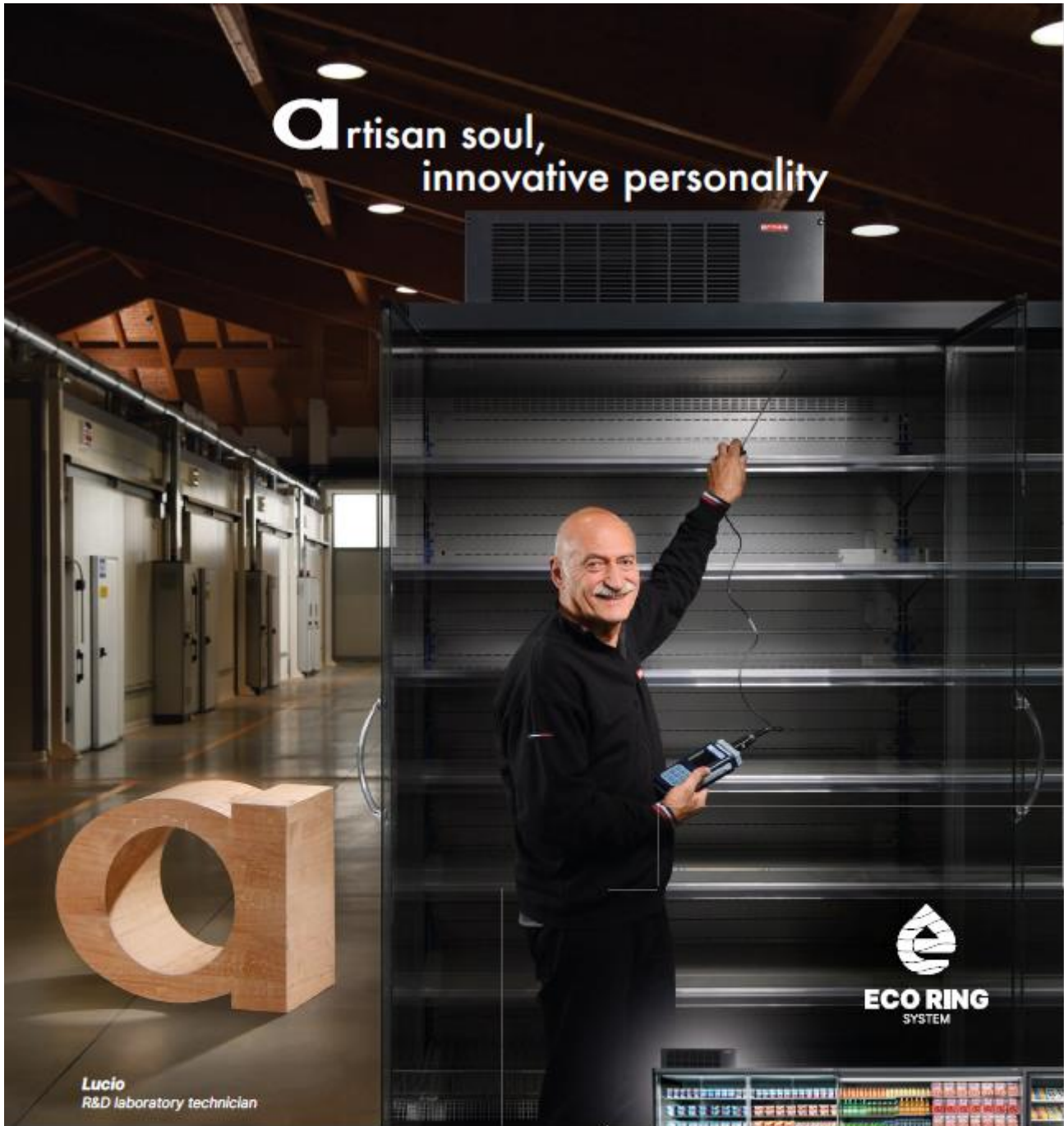


Plant status

Arneg's vast experience has given rise to **ARNEG DATA POWER**, a complete new store profiling and performance analysis tool. ADP predicts and prevents failures and malfunctions, actively monitors energy consumption and evaluates the status of the entire system.



Artisan soul,
innovative personality



Lucio
R&D laboratory technician


ECO RING
SYSTEM

*We take the time we need to design
a new system*

**YOU CAN RELAX IN THE KNOWLEDGE
THAT THE MOTOR IS ON THE OUTSIDE
AND CAN BE REMOVED EASILY.**

ECO RING SYSTEM is the creation of Arneg's R&D department. This system makes plug-in refrigerated counters up to 3750 mm more versatile and adaptable, with no limits on dimensions, by using a single detachable motor installed in a unit on the outside and designed to use only a minimum quantity of R290 gas.



artisan soul,
innovative personality



Alberto
Refrigeration system mechanical designer



*We take the time we need to build
a new refrigeration system*



**YOU CAN RELAX IN THE KNOWLEDGE
THAT OUR SYSTEMS COMBINE
MAXIMUM PERFORMANCE
WITH MINIMUM DIMENSIONS.**

GLOBO and **MINI BOOSTER** are the creations of Arneg's R&D department. Thanks to their extended power range, these two innovative technical solutions combine NT and LT refrigeration in the same unit to deliver maximum efficiency in a minimum of space.

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Artisan soul,
innovative personality



Jessica
Assembly line employee

*We take all the time we need
to patent an innovative display*

YOU CAN RELAX
IN THE KNOWLEDGE THAT THIS
ONE UNIT COMBINES BOTH
HOT AND COLD SECTIONS

Arneg's R&D department has created **ANDORRA HOT&COLD**, a display that uses Arneg's unique and exclusive patented technology to combine hot and cold sections in the same unit, without the use of heating elements in the heated part.

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