

arneg

NATURALLY INNOVATIVE



Excellent Arneg Group presence at **Euroshop 2011**, the world's leading fair for trade's global investment goods.

The [Arneg group](#) on a circa 3000 sq m scenographic stand, this year the theme was inspired by sustainable growth. The TREE as the emblem of that concept: a natural element par excellence and keystone to new Arneg communication.

Communication spectacularly slanted over **three 'areas'** for the fair, completing the 'naturally innovative' concept: the **world's Patriarchs**, secular trees that have survived the passage of time, displayed in a picture gallery alluding at Arneg's vital strength; **natural passage** narrated through art, evocatively underlining how important the environmental context is for healthy growth; **vertical green**, symbolic staging of that perfect balance between naturalness and human intervention, technology and respect for the environment.

A complex, articulated project to underline Arneg's charismatic, global image.

An image translated into a considerable offering of innovative products for what concerns services, energy savings and design. Starting with furniture and the new refrigerated display units, result of [ARNEG](#) research, great efficiency and versatility and aesthetics adding maximum value to product quality.

[INTRAC](#), specialised in selling area furnishings, exhibited its first fruits in two pavilions, working on customisation, specialisation and style, the result of in-depth study of materials and market research.

[INCOLD](#), European refrigeration cell reference point, presented important novelties: from commercial cells to isothermic doors and industrial panels.

Then lots of news from [OSCARTIELLE](#): the company has extended the use of energy saving solutions to its entire range, such as led lighting, low consumption fans and high efficiency compressors.

A special thanks to all the guests who visited the stand!

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INTRAC
DESIGN & DESIGN

OSCARTIELLE

incold
COLD STORES



Your **NATURALLY INNOVATIVE** partner for retail solutions

