

## PRESS RELEASE

# REPA becomes Officially Authorized Spare Parts Distributor for De' Longhi, Kenwood, Braun and Ariete brands

Cesena, Italy – July 26, 2024

**REPA**, the leading European spare parts distributor for foodservice equipment, coffee, vending machines and household appliances, has signed a **global agreement** with the De' Longhi Group to become an **Officially Authorized Spare Parts Distributor for four of its leading brands - De' Longhi, Kenwood, Braun and Ariete.**

The De' Longhi Group is one of the world's leading players in small domestic appliances in the coffee, kitchen, air conditioning, and home care sectors, respectively.

REPA will now offer **more than 64,000 original spare parts** for the four brands on a non-exclusive basis, expanding the options available to customers outside of the official service network. De' Longhi Group customers, including independent service centers, technicians, and specialist retailers, will now have the opportunity to work with a **global spare parts partner** with over 40 years of market experience, which is already a trusted supplier to some of the most respected OEMs in the coffee business.

With the industry's largest inventory accessible through state-of-the-art webshop, high stock availability, automated logistic centers that assure the fastest delivery of spare parts anywhere in the industry, REPA provides every customer with the right part, at the right time, everywhere, making costly breakdowns a thing of the past.

Alongside world-class customer service and choice, service centers and their technicians can now purchase De' Longhi, Kenwood, Braun and Ariete original spare parts with **no minimum order quantity.**

Gilberto Guidi, Director Professional Coffee REPA, comments: *"We're excited to welcome these four brands into the REPA family as Europe's biggest and most comprehensive inventory of **original spare parts** continues to grow exponentially. The De' Longhi Group, who will continue to maintain its independent distribution network, has granted REPA permission to use its brands without any exclusive representation rights. We are proud to partner with this highly respected organization and extend the **REPA difference** – a global spare parts player that prioritizes **speed, choice, and efficiency** – to its customers."*

## REPA

REPA is the leading European spare parts distributor for foodservice equipment, coffee, vending machines and household appliances and is a trusted partner to equipment manufacturers. Since 2022 REPA is division of Parts Town Unlimited, the global leader in high-tech distribution of mission-critical equipment replacement parts, related

products and services for the foodservice, residential appliance and HVAC industries. REPA customers benefit from strong expertise in spare parts, with more than 40 years of experience in the market from REPA Italia, REPA Deutschland, REPA Iberia, REPA France, REPA China, ATEL and Big Warehouse. With the industry's largest inventory accessible through state-of-the-art webshops, high stock availability, highly innovative logistic centers that assure the fastest delivery of spare parts in the industry, REPA provides every customer with the right part, at the right time, everywhere.

### **Parts Town Unlimited**

Parts Town is the leading, technology innovation-driven distributor of genuine OEM (original equipment manufacturer) foodservice, residential appliance and HVAC equipment repair parts. When there's a hiccup with any piece of equipment, Parts Town is ready to jump in and help with the most in-stock parts on the planet, innovative technology and unmatched customer experience. Customized solutions benefit equipment service technicians of all kinds, as well as chain and independent restaurants, schools, health care facilities and hospitality providers. By partnering with the top manufacturers of foodservice, residential appliance and HVAC replacement parts, Parts Town improves the supply chain, increases sales of genuine OEM parts and keeps every customer's business running like clockwork. Parts Town also partners with equipment and supplies dealers of all sizes to offer a one-stop-shop through its Parts Town marketplace.

[www.partstown.com](http://www.partstown.com)

### **REPA Press Contact**

Paola Bertini

T +39 0547 341207

[paola.bertini@repagroup.com](mailto:paola.bertini@repagroup.com)

<https://press.repagroup.com>