

Strategic rebrands within the REPA Group

LF is now REPA Italia

2023, March 1st

In a move set to underline innovation, supply, service and support in spare parts distribution, leading suppliers LF, EPGC and GEV have undergone a complete REPA Group rebrand, driving consistency and dependability across Europe.

The three entities, which form part of Parts Town Unlimited, the unrivalled leader in the distribution of foodservice equipment, will be rebranded under the REPA name. For LF, the rebrand to REPA Italia reinforces our identity as part of the international REPA Group. Forming the industry's largest inventory of spare parts and building on more than 40 years of expertise, REPA customers benefit from rapid parts identification, systematic logistical solutions and the fastest shipping times.

Founded in 1982 LF has been a trusted spare parts partner for several decades. Becoming a common group with GEV and EPGC in 2018, later to be named REPA in 2020, the company has been at the forefront of European parts distribution. Acquired by Parts Town in 2022, the rebrand of our company to REPA Italia a socio unico s.p.a. is a further milestone for our business and our customers.

On the unveiling of the rebrand, REPA Group CEO, Alexander Wiegand comments:

"We are delighted to announce an exciting new strategic rebrand across our businesses in Europe, delivering the industry's largest inventory of OEM spare parts for the foodservice equipment market. As a trusted partner to leading equipment manufacturers, the rebrand drives innovation and gives our customers access to even more in-stock parts. Alongside this, our customers will still enjoy benefits including quick, effective identification systems, user-friendly, fully transactional web shops, mobile apps and a team of highly experienced, friendly and knowledgeable individuals who are on hand to support when needed. As a group, we are committed to continuous innovation, high-tech distribution and the supply of even more OEM parts from thousands of leading manufacturers."

REPA Group, a Parts Town Unlimited Company, is the leading European spare parts distributor, trusted by operators, engineers, technicians and manufacturers across the continent. The company is part of Parts Town, the American global leader in the high-tech distribution of mission-critical equipment, replacement parts, related products and services for the foodservice, residential appliance and HVAC industries. Alongside the change of name, the company's logo has been updated to reinforce the link with its parent company, Parts Town Unlimited.

On the rebrand, Leonardo Raggi, CEO of REPA Italia adds:

"While we have been part of the internationally renowned REPA Group since 2018, the rebrand from the 1st of March is a key moment in our company's history and further strengthens our position as the world's

leading spare parts provider. While our company name will change, customers can be assured that the outstanding service and support will remain the same, along with their key contacts, website, log-in details, emails and other crucial information. The rebrand underlines our commitment to delivering innovative spare parts supply, logistical solutions and international distribution. We pride ourselves on having a dedicated person, on hand, to support you with the right part, at the right time, every time.”

The launch of the REPA Group rebrand will enhance the company’s vision to be the leader in the high-tech distribution of mission-critical spare parts and doing things the right way, every day, with a focus on people, innovation and long-term partnerships.

To find out more about REPA Italia please visit www.lfspareparts724.co.uk

REPA Group

The REPA Group 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 part of Parts Town, the American 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 LF, EPGC, GEV (all three renamed to REPA), 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 an 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.

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