



williams®

Williams Refrigeration  
**Corporate Capabilities**

williams®

Design Excellence : Cool Technology

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# Overview



Williams Refrigeration was established in 1980 and is now one of the world's leading manufacturers and suppliers of award winning commercial refrigeration solutions.

Global reputation for manufacturing excellence with extensive overseas facilities in China and Australia. Total global manufacturing capacity of over 100,000m<sup>2</sup>.

Sales Offices in Hong Kong, France, Australia, Dubai, Beijing and Shanghai, complemented by a network of refrigeration dealers and distributors in Europe, Africa, Far East, Australasia and the Middle East.



Three regionally located UK Group Contracting units offer a total refrigeration solution including site surveys, installation and commissioning.

Designs that meet the latest energy, environmental, HACCP and food safety legislation.

Accreditations/ Memberships: ISO 9001:2008, ISO22000 British Safety Council, ISO 14001, MEPS, ECA, REPIC, CE, UL / NSF, ECA.

# Williams Refrigeration



## REFRIGERATION EXCELLENCE

### The Home of Excellence

Williams Refrigeration is one of the world's leading manufacturers and suppliers of award winning commercial refrigeration and has built a global reputation over the years for performance, quality and value for money. Our vast product range includes high performance, energy efficient and environment friendly refrigerated cabinets and counters, blast chillers, coldrooms, backbar and specialist bakery equipment.

Our commitment is to help customers meet the demands of complex legislation for food safety and energy efficiency, together with competitive pricing, professional advice and innovative design. Williams' focus on service and support has led us to attract some of the world's leading companies as customers.

Since 1980 Williams has developed an enviable reputation for delivering global excellence. Driven from our global headquarters in the UK, we have established manufacturing facilities in China and Australia and

sales facilities around the world.

At the heart of the Williams business is its reputation for excellence. The global business is driven by the vision and inspiration of the Head Office team in Kings Lynn and the resources and expertise offered by the technical teams at Williams' manufacturing locations. These are backed by sales and service teams at the three UK contracting units Williams Refrigeration Southern, Central and Scotland, alongside a full network of distributors.

The research, design and test facility is able to simulate any operating conditions and access to the Falcon Foodservice Development Kitchen offers additional user evaluation. Williams has one of the industry's most highly skilled and experienced design teams, delivering new concepts and solutions that continue to lead the market.

Manufacturing is driven by a 'right first time' culture, within a framework of continuous improvement, based on international principles.

Product integrity is assured through sophisticated functional and electrical testing. All products are built for performance, reliability and durability, even in the toughest and most arduous of conditions.

Manufacturing strategy is driven by best practice and investment in the latest technology. Processes are optimised by automation where appropriate, carefully balanced with manual assembly at critical points. Our manufacturing achievements are underpinned by a programme of personnel development, training, team building and problem solving.

Williams 'right first time' philosophy means that its products provide years of trouble free operation and are easy to service and maintain. But if things do go wrong, they can quickly be repaired with minimal delays and disruption to the working environment.

### WILLIAMS 10 R&D CORNERSTONES

1. Food safety & hygiene
2. Performance, quality / build standard, reliability, safety
3. Serviceability
4. Operating & whole life cost benefits
5. Energy & environmental awareness
  - Market Transformation Programme;
  - Carbon reduction
6. Sustainable product design & minimal environmental impact
7. Regulatory conformity & 3rd party verification
8. Professional business standards & social responsibility
9. Innovation & refrigeration selection
10. Value for money – price paid; user / tax benefits

# Williams Global



## WILLIAMS REFRIGERATION AUSTRALIA

With many years experience of the market in Australia and South East Asia, products sold in this region are designed and built to ISO9001-2008 (Quality Management Standard) for the local market at our modern manufacturing facility in Melbourne, Victoria.

Williams Australia's extensive range of products is designed to cope with specific conditions such as high ambient temperatures and high humidity and include specialist solutions for major food chains. Williams is the market leader to many markets in this region and also includes the sale of global products such as reach in and roll in blast chillers and freezers.

With sales offices in Sydney, Melbourne and Brisbane together with a network of experienced distributors and an additional stock holding in Western Australia, Williams Refrigeration offers the total refrigeration solution.

## WILLIAMS REFRIGERATION CHINA

Established in 1988, Williams Hong Kong Limited supplies a vast range of commercial refrigeration equipment to the Asian market from its manufacturing plant in Dongguan. Backed up by a national distribution network and sales offices in Hong Kong, Shanghai and Beijing it's well equipped for serving its local market.

The plant in Dongguan is equipped with the latest advanced production machinery from the UK which operates off a common platform for product consistency and ease of programming.

Williams boasts a prestigious client list throughout the region and has supplied many of its premium hotels, prestigious clubs, restaurants and fast food chains as well as Hong Kong and Chinese Government projects.

## GLOBAL PRODUCTS, LOCAL SERVICE

All Williams manufacturing facilities in the UK, China and Australia are set up as self-contained operations in order to offer exceptional flexibility and lead time advantages to the customer.

In addition to ISO9001-2008 and ISO14001 certified manufacturing plants in UK, China and Australia, Williams has other affiliated sales and support businesses.

### France & Benelux

Williams Silverfrost has been supplying refrigeration solutions in France for over twenty five years. Leading restaurants and hotels, government institutions, armies and prisons across Europe are using Williams Silverfrost solutions.

### Middle East

Williams has been supplying refrigeration to the Middle East since 1985, and through its dedicated Sales Office in Dubai, since 2003. Williams offers advice and support to consultants, dealers and end users. Solutions are provided to all major developments in the region.



## AFE GROUP

The AFE Group is the UK's leading foodservice group and comprises the know-how of five market-leading companies, working together to provide practical commercial solutions, enhanced efficiency and increased profitability to the marketplace.

The AFE Group's component companies provide a vastly extensive product portfolio and service support to over 50,000 customers throughout the world.

The AFE Group of companies are intrinsically linked by a comprehensive infrastructure of sales support and streamlined purchase methods, through which customers can benefit from a single sales point.

A hugely versatile player in the foodservice sector, the AFE Group provides the know-how to meet every budgetary, spatial and menu requirement. The Group also works hard to meet industry legislation - food safety, HACCP, environmental, wastage and cost reduction - as

well as leading the way in improved performance, system efficiencies and reductions in energy consumption.

### The AFE Group

- Williams Refrigeration
- Falcon Foodservice Equipment
- Mono Bakery Equipment
- Serviceline
- Eloma
- Millers Vanguard

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



## ALI SPA

Williams Refrigeration and AFE Group are members of the ALI Group which designs, manufactures, supplies and services a complete range of equipment for the foodservice industry. The Group consists of 66 brands, employs more than 7,125 people in 24 countries and is one of the world's largest groups in the foodservice industry.

As part of the ALI Group, Williams has access to unrivalled global resources and know-how. This synergy has resulted in the implementation of seamless solutions for global hotel, restaurant and leisure/retail chains.

Through the ALI Group, customers access one of the widest product ranges available today, delivering performance, quality and choice with a global reputation for excellence.

[www.aligroup.it](http://www.aligroup.it)

# Product Portfolio



Williams offer a wide product range with a choice of temperatures and extensive options offering ultimate flexibility. The vast range includes high performance gastronorm cabinets and counters, prep stations, blast chillers / freezers, bottle coolers, display cabinets, dedicated bakery products, bespoke front of house display and modular coldrooms. Williams also have the ability to design and build flexible solutions, bespoke to the needs of the customer.

We work with consultants, dealers and end users to create solutions to meet individual customer requirements, drawing on the breadth and flexibility of the product portfolio. Where solutions have to be tailored for

specific requirements, Williams has the technical know-how and expertise to design and create bespoke solutions.

Nowhere are quality, choice and flexibility better reflected than in the supply of Williams Coldrooms. Available for use in a wide range of applications, and with a raft of options available, they are designed for easy servicing and maintenance, can be located internally or externally and offer energy efficient performance.

## Gastronorm cabinets and counters

High performance stainless steel gastronorm cabinets and counters offer excellent performance, reliability and efficiency. A choice of configurations and temperature ranges means there's one to suit any application.

## Prep stations

Counters and wells in a variety of formats, combining gastronorm storage with spacious prep area.

## Undercounter cabinets

Robust, effective undercounter cabinets that maximise the space available.

## Back bar equipment

A range of bottle coolers offering the visual impact required for back bar refrigeration to drive interest and sales.

## Banqueting

Gastronorm mobile cabinets designed to ensure safe transfer and storage of hot or cold food from the kitchen.

## Blast Chillers / Freezers

Designed to give caterers complete control of the chilling / freezing process, and to eliminate the hazards of 'slow-cooling'. Our range of blast chillers and freezers are designed for a wide range of capacities – from 10kg to 320kg.

## Bakery

A wide range of dedicated professional dough conditioning equipment in a range of configurations.

## Front of House Display

Williams' high-quality Front of House Display range can be tailored to suit your footprint and application – includes Wine, Sushi, Chocolate and Cake Display units.

## Coldrooms

Williams offer a fully project managed service including site surveys, detailed approved drawings, risk and method statements, installation, testing and commissioning.

## Multidecks

Maximise retail space with Williams Multidecks. Ideal for 'grab and go' service in café's, restaurants and supermarkets. Customer access is easy and product display the key focus.

# Corporate Social Responsibility



Williams is committed to its Social Responsibility on a number of different levels. Our underlying principles are covered through:

- Greenlogic
  - Product
  - Plant
  - Process
- Sourcing with integrity
- Employee welfare
- Community Support

As refrigeration equipment runs 24-7 and 365 days a year its energy consumption is of increasing focus.

However, the specifier and user of the equipment can take comfort in knowing that the practical needs of a Williams product are a given – along with assurances as to its professional business standards, accreditation and social responsibility.

Regulation is constantly evolving to further drive environmental compliance and transformation; and through Greenlogic Williams hope to gain awareness among our customers as to the benefits when specifying and selecting equipment, recognising the value for money and whole life cost benefit.

Regulation raises the bar for product development and innovation but also offers (in selective regions) tax benefits.

Operating in a social and environmentally aware landscape is critical for all our futures and this we see as underscored by third party verification to systems, the business and product itself.

## GREENLOGIC

Greenlogic is Williams' commitment to supplying the most energy efficient and sustainable commercial refrigeration in today's market. It's not limited to product design, Greenlogic covers our plant, manufacturing and management processes too. Our Greenlogic Customer Support gives advice on making the right decisions for our customers business and the environment.

Williams' commitment to green refrigeration stretches back decades. In the 1980s we were the first manufacturer to develop CFC-free insulation. In the 1990s we developed the first catering refrigeration to use an environment-friendly refrigerant (glycol) with an Ozone Depletion Potential (ODP) of zero. We've pioneered a raft of greener technologies, ranging from energy-saving Smart Controllers to systems using eco-friendly refrigerants.

### Greenlogic Products

Our products are 98% recyclable with the remaining 2% treatable for heat recovery.

But to ensure our products are the most sustainable in today's market means considering each and every component. Not just the contribution they make to the product's overall energy efficiency but the impact they have on the environment, and ensuring they have been produced in a sustainable and ethical manner.

Williams follow the AFE Group Ethical Trading Code and ensure compliance with it by our suppliers - assessing and grading each of them on the environmental management of their product and plant.

### Greenlogic Manufacturing

Williams holds ISO 14001 Environmental Management certification throughout its global operations for the design, manufacture, installation and servicing of refrigeration products.

#### ***We are committed to reducing our environmental footprint and to becoming a zero to landfill business.***

- All wood used is sourced from FCS suppliers, pallets are re-used and waste wood recycled.
- Packaging is 100% recyclable, although the bulk of it is reused.
- Shredded office paper is re-used for spare parts packaging.
- Waste and by products are dispatched to specialist waste processors.
- Total packaging tonnage has been reduced by over 61% since 2005.
- Williams have adopted a zero tolerance refrigerant leak strategy.
- Rigorous standards are applied to liquid waste. We only use chemicals that are strictly required by our processes. All staff are fully trained with Spillage Procedures.
- Investment has been made in energy-saving technologies, from low energy lighting to speed-shut doors that conserve heat in production areas.

• Energy-saving procedures range from minimising heating by sharing office space to function-testing cabinets overnight using off-peak electricity.

• 16% reduction in energy use in 2011 through our '20 point power management plan'.

• 40% reduction in gas usage in 2011. Our transport's carbon footprint is minimised through planned deliveries and full loads. We've also invested in green transport technologies, such as transponders, GPS trackers, catalytic reduction and opticruise boxes.

Staff are encouraged to think about sustainability at all times – to switch off equipment that's not being used, to avoid unnecessary use of resources such as paper, to order products made from recycled materials, and so on.

# Corporate Social Responsibility



## SOURCED WITH INTEGRITY

## COMMUNITY SUPPORT / EMPLOYEE WELFARE

Williams follow the AFE Ethical Trading code and ensure compliance with it by our suppliers.

Every Williams supplier is also assessed and graded on the environmental management of their product and plant.

Williams has been focused on reducing our supplier base - as such we have reduced this by 66% since 2002, significantly reducing the product's carbon footprint.

Actively protecting our site, and mindful of our neighbours, we promote social responsibility through awareness campaigns and co-operation with our local community.

Williams look to embrace this with our strong standards and policies and also plough back to the local community.

The welfare and support of the communities in and around the regions in which we manufacture are important principles for us to uphold. For example ninety percent of Williams UK staff live within a 15 mile radius of the King's Lynn site.

Training and development is close to our heart. Eighty percent of our manufacturing staff are now qualified to at least NVQ level 2. The types of courses that are offered include Performing Manufacturing Operations, Forklift, Braze and Welding as well as offering NVQ Level 2 & 3 in administration.

Local schools are also supported through offering their pupils work experience as an introduction into the workplace.

Williams far exceed the legal requirement on industry training - all testing is carried out by City & Guilds 2078 qualified technicians and all brazing undertaken to BRA standards.



## GREENLOGIC

Williams Refrigeration proudly supports a local school as part of its Greenlogic initiative.

The young engineers at the school are encouraged to learn and have fun while appreciating the energy & environmental issues we face. The School took its place in the National Final of the 'Greenpower Electric Car Racing for Schools Competition' at Goodwood with their two aluminium cars designed and constructed at the school.

The drivers and pit crew were kitted out in specially designed race gear after securing sponsorship from Williams Refrigeration.



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[www.williams-refrigeration.com](http://www.williams-refrigeration.com)

greenlogic



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