Portfolio

Williams Refrigeration

www.williams-refrigeration.com.hk

Williams Refrigeration

Portfolio

III

Williams Refrigeration

an Ali Group Company

The Spirit of Excellence

Williams Refrigeration Hong Kong
Unit C, 12/F., Roxy Industrial Centre, 58 - 66 Tai Lin Pai Road, Kwai Chung,
New Territories, Hong Kong
sales@williams-hongkong.com
(852) 2407 5422

Design Excellence : Cool Technology

Williams Refrigeration

IS ONE OF THE WORLD'S LEADING MANUFACTURERS AND SUPPLIERS OF AWARD-WINNING PROFESSIONAL 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 SUSTAINABLE REFRIGERATED CABINETS AND COUNTERS, BLAST CHILLERS, COLDROOMS, BACK BAR, FRONT OF HOUSE DISPLAY AND SPECIALIST BAKERY EQUIPMENT.

SINCE 1980 WILLIAMS HAS DEVELOPED AN ENVIABLE REPUTATION FOR DELIVERING GLOBAL EXCELLENCE.

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.

DRIVEN FROM OUR GLOBAL HEADQUARTERS IN THE UK, WE HAVE ESTABLISHED MANUFACTURING FACILITIES IN CHINA AND AUSTRALIA AND SALES FACILITIES AROUND THE WORLD.

Our Customers.

WILLIAMS REFRIGERATION IS PROUD TO PRESENT OUR ENGINEERING DESIGN CAPABILITIES AND QUALITY EXCELLENCE THROUGH OUR PORTFOLIO OF FRONT OF HOUSE DISPLAY PRODUCTS. WE **WORK CLOSELY WITH MANY OF THE WORLD'S LEADING FOODSERVICE DESIGN CONSULTANTS, INTERIOR DESIGNERS** AND FOOD AND BEVERAGE DIRECTORS AND ACKNOWLEDGE THEIR UNIQUE, INSPIRATIONAL AND CREATIVE DESIGN CONCEPTS AS THE CENTRAL THEME UPON WHICH WE WORK TOGETHER TO BRING THEIR FIRST IDEAS TO REALITY.

WITH OVER 40 YEARS OF EXPERIENCE AND AN EXTENSIVE PORTFOLIO, WILLIAMS HAS EARNED THE TRUST AND CONFIDENCE OF CUSTOMERS WORLDWIDE. WE HAVE SUCCESSFULLY **COMPLETED MORE THAN 3,000 HOTEL PROJECTS** ACROSS THE GLOBE AND PROUDLY **SERVE NEARLY 100% MAJOR INTERNATIONAL HOTEL GROUP**.

Our Customers.

Our Commitment.

AT WILLIAMS REFRIGERATION, OUR COMMITMENT BEGINS WITH DELIVERING EXCEPTIONAL REFRIGERATION SOLUTIONS ENGINEERED TO PERFORM IN THE MOST DEMANDING PROFESSIONAL ENVIRONMENTS. SINCE 1980, WE HAVE FOCUSED ON UNCOMPROMISING DURABILITY, DESIGNING EQUIPMENT THAT STANDS THE TEST OF TIME THROUGH ROBUST CONSTRUCTION, PREMIUM COMPONENTS, AND RIGOROUS QUALITY CONTROL. EVERY PRODUCT IS CREATED WITH RELIABILITY IN MIND, ENSURING CONSISTENT TEMPERATURE PERFORMANCE, ENERGY EFFICIENCY, AND OPTIMAL LIGHTING TO ENHANCE VISIBILITY, USABILITY, AND PRESENTATION IN BUSY COMMERCIAL SETTINGS.

EQUALLY IMPORTANT IS OUR DEDICATION TO LONG-TERM CUSTOMER SUPPORT THROUGH DEPENDABLE AVAILABILITY, STRAIGHTFORWARD MAINTENANCE, AND SEAMLESS PROJECT COORDINATION. WE WORK CLOSELY WITH PARTNERS, CONSULTANTS, AND END USERS TO ENSURE OUR REFRIGERATION SOLUTIONS INTEGRATE SMOOTHLY INTO WIDER KITCHEN AND RETAIL PROJECTS, FROM PLANNING THROUGH TO INSTALLATION. WITH READILY AVAILABLE PARTS, SERVICE-FRIENDLY DESIGNS, AND COORDINATED DELIVERY SCHEDULES, WE HELP CUSTOMERS MINIMISE DOWNTIME, SIMPLIFY MAINTENANCE, AND OPERATE WITH CONFIDENCE - TODAY AND FOR YEARS TO COME.

con tent.

03 Material
05 Signature Series
07 Superior Series
09 Front of House
11 Counter
23 Upright Display
35 Beer Keg Display
37 Frameless Display
41 Jewellery-Box Display
55 Meat & Cheese Display
63 Stairway Display
65 Deli Display
67 Beverage Display
79 Wine Display
111 Table-Top Display
113 Ice Cream Display
115 Cold Food Display
117 Sushi Display
123 Cake Display
137 Reach-in Open Display
151 Ice Well
153 Frost-Top
155 Cold Well
157 Food Trolley
159 Counter Drawer
160 Our Products
161 Contact

material.

Williams' front-of-house refrigerated display equipment features a refined selection of exterior cladding materials designed to balance aesthetics and durability. Colour stainless steel and high-performance laminates offer a clean, contemporary finish with easy maintenance, while wood and stone introduce warmth and premium character. Together, these finishes enhance product presentation and integrate seamlessly into customer-facing retail and hospitality environments.

COLOUR STAINLESS STEEL
LAMINATE
STONE
WOOD

Signature Series

The Signature Series represents the pinnacle of our custom refrigerated display lineup. This series offers the unique advantage of tailoring the panels to precisely match your preferred Pantone or RAL colors and with our cutting-edge metalworking techniques. With Signature Series, you have the power to set your brand apart in any setting, making an unmistakable impact. Transform your concepts into tangible creations with the Signature Series, where innovation meets your vision

Superior Series

Superior Series stands as a reflection to the art of custom refrigerated displays. With our state-of-the-art capabilities, we can create a diverse range of exterior shapes, including round, arc, movable components, frameless displays, and gracefully curved heated glass. Furthermore, our flexibility extends to material selection, allowing you to tailor the equipment to your specific needs and preferences. Experience a new level of customization with the Superior Series and elevate the product presentation.

Front of House

Front-of-House, our standard refrigerated display showcase series, embodies the pinnacle of quality, perfection and reliability. Williams Refrigeration, renowned as one of the global leaders in commercial refrigeration manufacturing, continuously innovates in close collaboration with users, engineers, and designers to offer reliable, high-quality refrigeration solutions. Our versatility shines as we tailor solutions to suit diverse applications, accommodating specific temperature needs, material preferences, colors, orientations, and space constraints. When it comes to refrigeration, Williams is your trusted partner, regardless of your application.

Counter

The elegant refrigeration counter design complements your chic open kitchen concept seamlessly, harmonizing effortlessly with your interior aesthetic.

Origin & Bloom Singapore

Counter

Island Shangri-La Hong Kong

Marina Bay Sands Singapore

UOB PLC Head office Thailand

Solaire Resort North Quezon City Philippines

Counter

The North Londoner Macau

Front-of-house (FOH) refrigerated counters are designed with a distinct aesthetic difference from the Back-of-house (BOH) counterparts. Featuring superior V-cut bending on all visible bendings, including louvre detail, they exude elegance and precision.

Novotel On Stevens Singapore

Andaz Singpaore

Counter

Mercedes showroom Hong Kong

Grand Hyatt Beijing China

Counter

Rosewood Hong Kong

Additionally, the **FOH counters** offer the flexibility to incorporate interior design cladding on door or drawer panels, ensuring they seamlessly blend with theunique decor and ambiance requirements.

Cordis Hong Kong

The Capitol Kempinski Singapore

Upright

The abundance of fresh and exquisite ingredients extends beyond the confines of the back kitchen. Presenting them to the discerning eye of the public is now an elegant choice

Andaz Singapore

Upright

The Ritz-Carlton Suzhou China

Island Shangri-La Hong Kong

Upright

Wynn Palace Macau

Andaz Singapore

Upright

Rosewood Hong Kong

Rosewood Hong Kong

Upright

Macau Studio City

Grand Hyatt Cafe Hong Kong

The **upright displays** go beyond the conventional role of storing food ingredients. They also serve as captivating presentations that seamlessly blend with interior design, enhancing the overall aesthetic appeal of the space.

Rosewood Phnom Penh
Cambodia

Beer Keg Display

Frameless Display

The Peninsula Boutique and Cafe
Hong Kong

Frameless Display

Prada Caffè Ion Orchard Singapore

The Ritz-Carlton Suzhou China

Meet the display that disappears so the food can shine. With a frameless, edge-to-edge glass front, each chef's creation becomes the focus. Tiny LED lighting, precise temperature control, and a seamless panoramic view work together to turn browsing into buying.

Jewellery-box

Taking inspiration from the world of luxury jewelry shops and high-end fashion boutiques, our exquisite jewelry box-style display showcase is the ideal choice for showcasing stunning creations, particularly pastries and chocolates.

Jewellery-box

AP House Singapore

Waldorf Astoria Shanghai Qiantan China

Lily's Bangkok Thailand

Mandarin Oriental Guangzhou China

Jewellery-box

Andaz Shenzhen Bay China

Origin & Bloom Singapore

Churchill's Table at Londoner Macau

Shangri-la Colombo Sri Lanka

Jewellery-box

CIAK The Landmark Hong Kong

The exquisite **jewellery box-type** refrigerated display, a creation inspired by the opulence of jewellery shops. It boasts a bright warm white LED display base, complete with a convenient on/off switch, providing an elegant backdrop to showcase your prized items.

The North Londoner Macau

The Ritz-Carlton Pune India

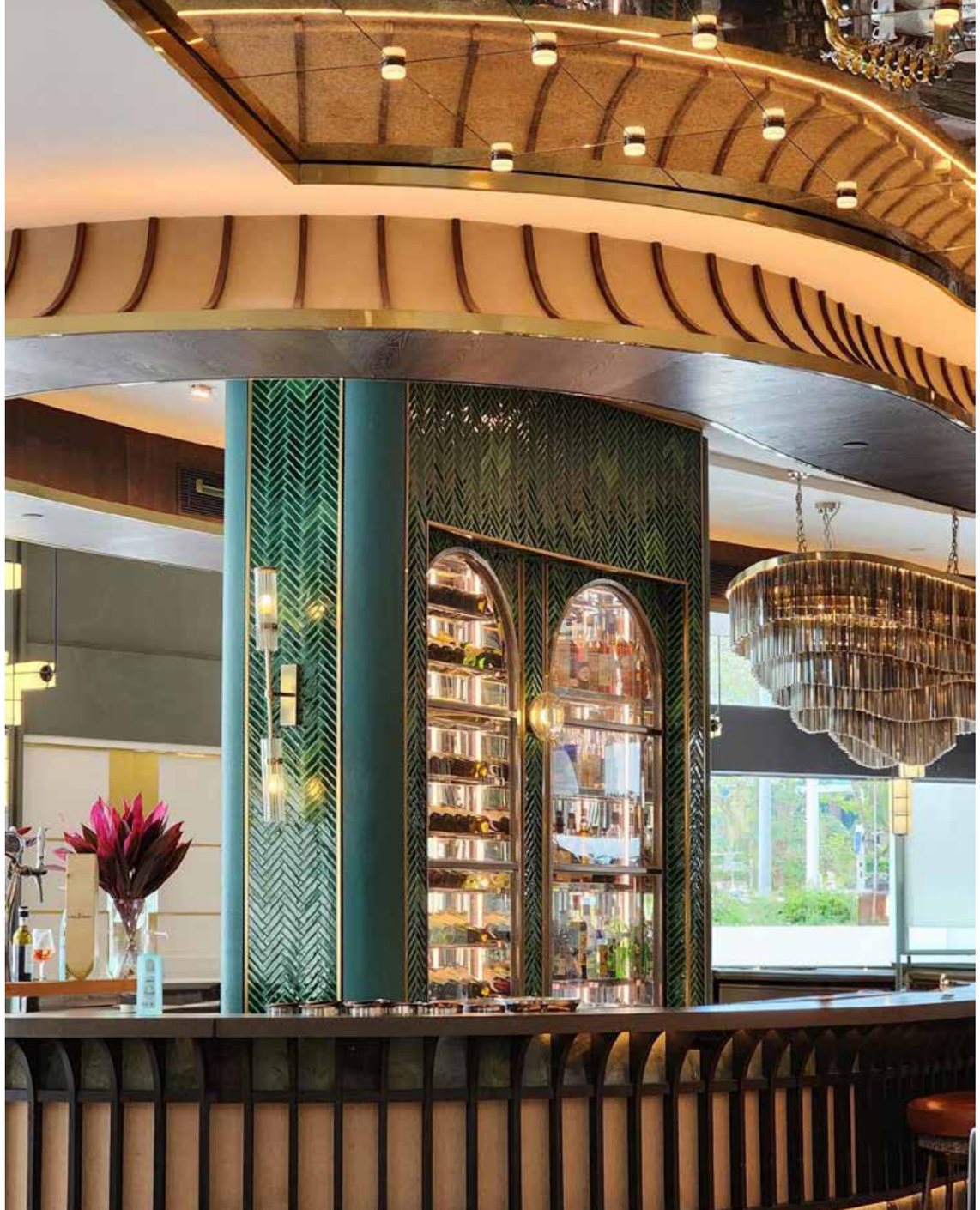
Revel in the sophistication of this unique display, where your products are presented with a touch of luxury and brilliance.

Cafe103 at Ritz Carlton Hong Kong

Marriott Cafe Manila Philippines

The Capitol Kempinski Singapore

Prego at Fairmont Singapore



Meat & Cheese

Designed to showcase premium meats and cheeses in style, adding a touch of sophistication to your menu. Explore a carefully curated selection that ensures quality and presentation excellence, making it a must-have addition for your culinary display needs.

Atlantis Sanya China

W Hotel Shanghai China

Dear Tummy at Iconsiam Thailand

Meat ageing display exemplifies the perfect fusion of equipment exterior and functionality, making it a standout choice for those who appreciate both aesthetics and performance in their culinary endeavours.

Meat & Cheese

Shangri-la Colombo Sri Lanka

Grand Hyatt Hotel Beijing

Dear Tummy at Iconsiam Thailand

Meat & Cheese

Me@OUE Singapore

Kerry Hotel Hong Kong

Il Teatro Shanghai China

With **Himalayan salt blocks** seamlessly integrated, it not only aids in moisture management but also elevates the flavour profile and visual appeal of the showcased meats.

Stairway Display

The Fullerton Ocean Park Hong Kong

Designed for open concept self-service settings. The unique **stairway presentation** format ensures that dishes are arranged in a visually appealing and easily accessible manner, captivating everyone at eye level. It's the perfect solution for making buffet offerings both enticing and convenient for all of the guests to enjoy.

JP Morgan The Quayside Hong Kong

Deli Display

Discover the versatility of the Deli Display, designed to cater to the bustling atmosphere of grab-and-go concept shops. Ideal for cafes, restaurants, and convenience stores, this sleek and efficient showcase is the perfect platform to highlight the pre-made and pre-packed meals and snacks.

Elevate the presentation and entice customers with a display that effortlessly combines style and practicality, ensuring offerings are both visually appealing and readily accessible.

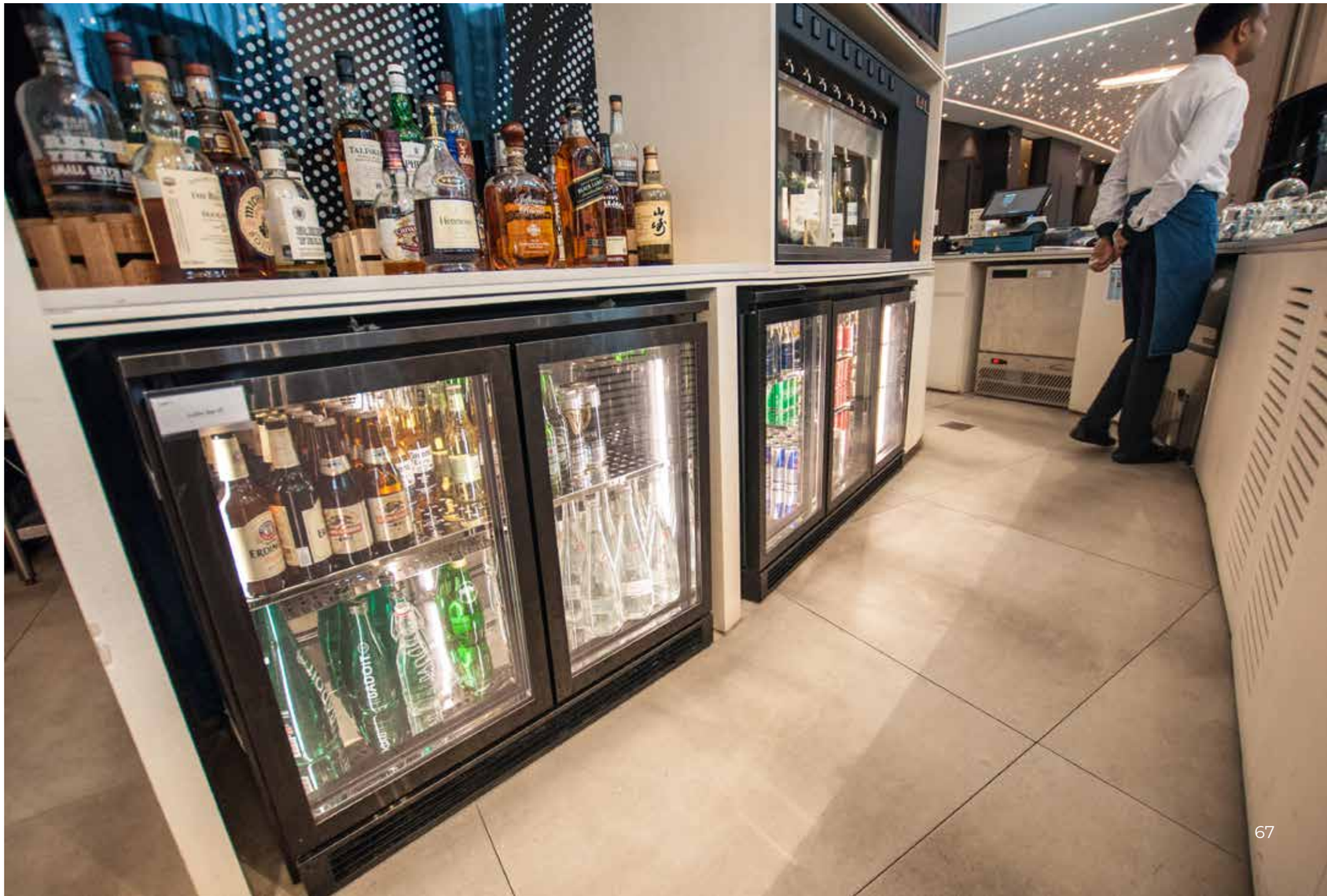
Costa Coffee Shenzhen China

Marina Bay Sand Singapore

Novotel On Stevens Singapore

Beverage

Elevate guests' experience with our the superior beverage display, seamlessly integrating with the executive lounge bar's interior to craft a truly distinctive and stylish ambiance.



Beverage

Singapore Airline Lounge

Keraton Private Residence Indonesia

Beverage cooler display designed to elevate visibility, enhance product appeal, and deliver consistent cooling performance. Engineered with a modern aesthetic and energy-efficient technology, it creates the perfect showcase to attract customers and boost impulse purchases.

AP House Singapore

Heimat by Peter Find Hong Kong

Rosewood Hong Kong

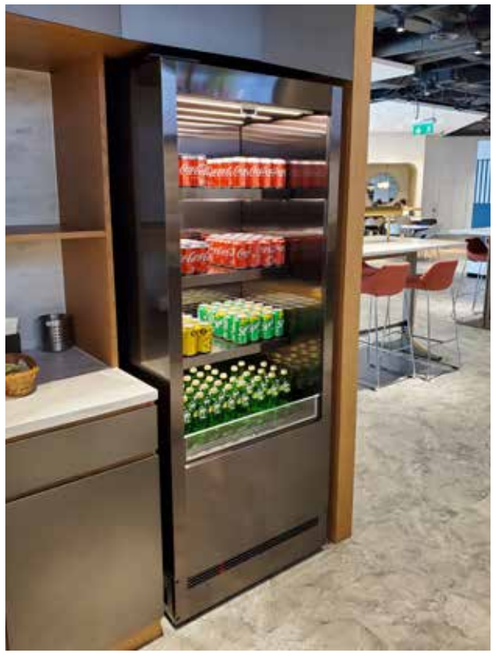
Beverage

Cordis Hong Kong

The Emperor Hotel Hong Kong

Beverage

CIAK The Landmark Hong Kong



JP Morgan The Quayside Hong Kong

HSBC Kuala Lumpur Malaysia

Wine

Indulge in the epitome of sophistication with our wine display, meticulously crafted for fine dining settings. Elevate your ambiance and create an unforgettable experience as our stylish wine display effortlessly blends luxury with functionality.

Rosewood Guangzhou China

Amari Eco City Kuala Lumpur Malaysia

Andaz Singapore

Designed to cater to the diverse world of wines. With optimised internal temperature and humidity settings for different varieties, it ensures wines are stored in their prime condition.

Capella Taipei Taiwan

Solaire Resort North Quezon City Philippines

Wine

Marina Bay Sand Singapore

Rosewood Hong Kong

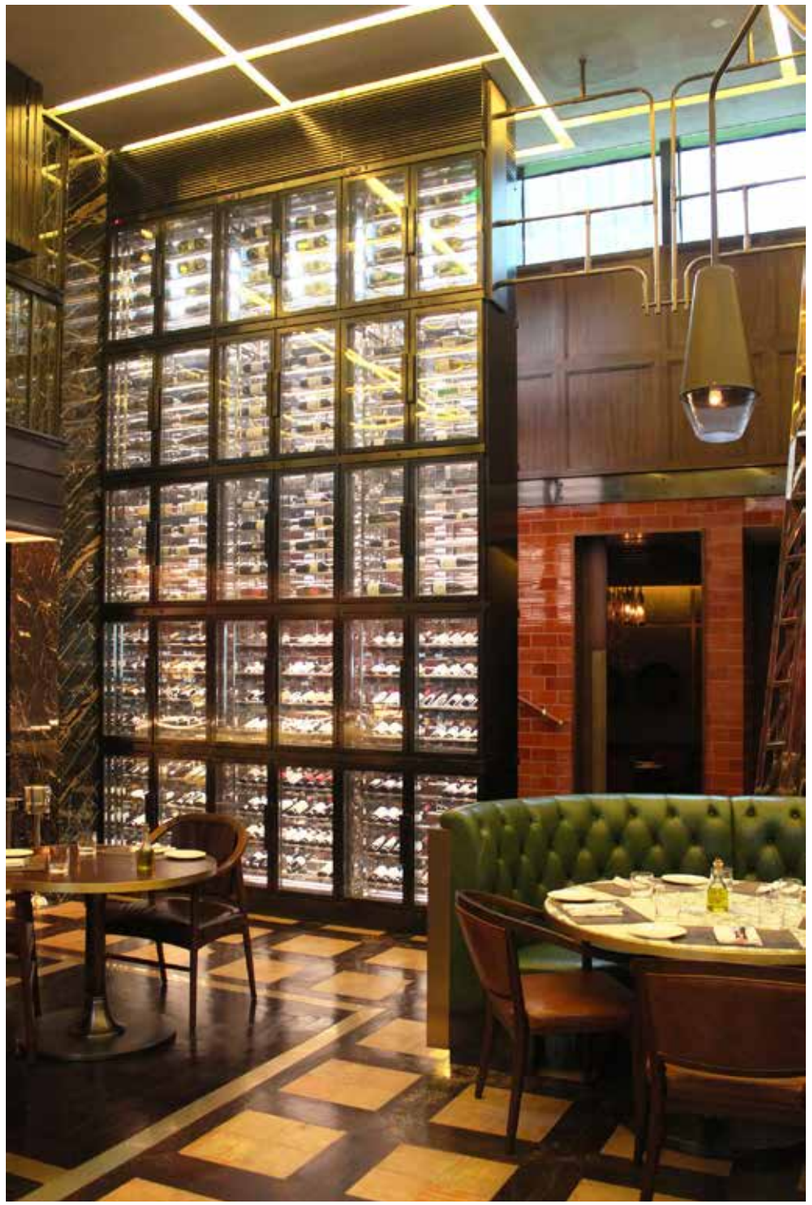
Wine

Ming Court Wan Chai Hong Kong

Each level features LED lighting with a diffuser, enhancing the display of the wine collections.

Grand Hyatt Hong Kong

Hong Kong Contry Club



The Temple House Chengdu China

Plat du Jour Hong Kong

Pollen Restaurant Singapore

Regent Hotel Hong Kong

Williams in FHA2022

Il Primo in Nustar Cebu Philippines

Wine

MGM Cotai Macau

Ritz Carlton Millenia Singapore

The St. Regis Cotai Central Macau

The Emperor Hotel Hong Kong

Wine

Royal Hong Kong Yacht Club

To perfectly complement the interior design, we offer a range of exterior options, including different coloured stainless steel or Pantone/ RAL colour panels. Elevate the wine presentation and seamlessly blend it with décor, making it an artful centrepiece.

Rosewood Phnom Penh Cambodia

Wine

Sign of The Don United Kingdom

The Continental Pacific Place Hong Kong

The Westin Singapore

Table-top Display

Novotel On Stevens Singapore

Rosewood Hong Kong

Ice Cream Display

The Fullerton Ocean Park Hong Kong

Macau Studio City

Huawei University China

Cova Pacific Place Hong Kong

Cold Food Display

Where freshness meets design. **Cold food display** combines our sleek craftsmanship with advanced cooling technology to maintain ideal temperatures and preserve quality. From salads to sandwiches to grab-and-go meals, every item is presented with clarity and appeal - turning everyday food into an irresistible highlight.

Sushi

Our showcase marries sleek design with exceptional cooling performance to ensure the freshness of your sashimi or sushi, all while tantalizing the taste buds and whetting the appetite.

The Grand Buffet Hong Kong

Sushi

The Fullerton Ocean Park Hong Kong

The Capitol Kempinski Singapore

Sushi

Grand Hyatt Cafe Hong Kong

Cordis Hong Kong

Wynn Palace Macau

Cake

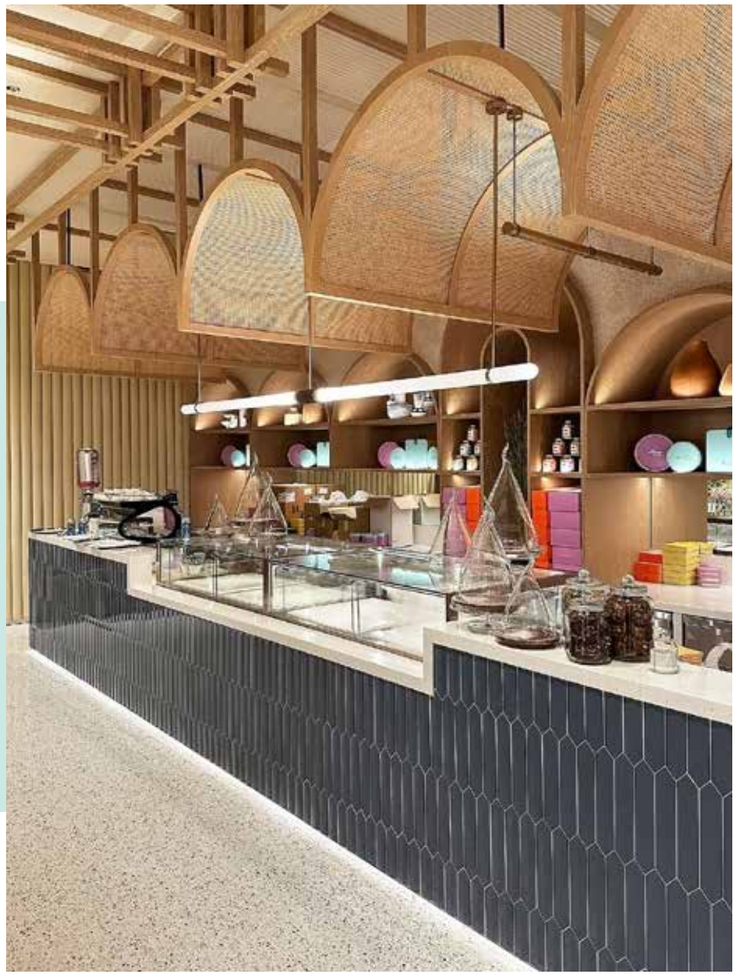
The allure of delectable cakes lies in their exquisite taste and refined aesthetics. People often shop with their eyes, and that's why our well-designed cake display showcases are the perfect enhancement, adding to the allure and visual appeal of our cakes.

Cake

Churchill's Table at Londoner Macau

Cake

Cova Pacific Place Hong Kong



embu at Mandarin Oriental Singapore

Cake

MGM Qingdao China

Wynn Palace Macau

Grand Hyatt Hotel Beijing China

Kerry Hotel Hong Kong

Cake Display is a feast for the eyes, designed with double-layer ultra-clear toughened heated glass that offers exceptional clarity, allowing to showcase the cakes in all their glory.

What sets this display apart is its flexibility, it can be fully customised to seamlessly blend with interior design, making it the perfect centrepiece to elevate the visual appeal of the delectable creations.

Four Seasons Jakarta Indonesia

Cake

Cafe Madeleine in Four Seasons Bangkok Thailand

The Ritz-Carlton Suzhou China

Reach-in Open

The selection of dishes is crucial in a buffet area, just as important as the food quality. Reach-in open display units are an effective means of expanding the variety of dishes available to customers while minimizing the need for space restructuring.

Reach-in Open

The Fullerton Ocean Park Hong Kong

The Ritz-Carlton Suzhou China

Reach-in Open

Amari SPICE Penang Malaysia

Grand Hyatt Jakarta Indonesia

Marriott Kaohsiung Taiwan

Reach-in Open

Crowne Plaza Zhengzhou High Tech Zone China

The Grand Buffet Hong Kong

Kimpton Maa-Lai Bangkok Thailand

Reach-in Open

Hilton Garden Inn Singapore

W Hong Kong

CUT Restaurant Singapore

Ice Well

The Fullerton Ocean Park Hong Kong

Rosewood Hong Kong

Frost Top

New World Millennium Hotel Hong Kong

Sheraton Saigon Vietnam

Huawei's Staff Cafeteria Singapore

Hilton Garden Inn Singapore

Kerry Hotel Hong Kong

Cold Well

Food Trolley

FHA2024 Beer Keg Trolley

Engineered for flexible food operations, our refrigerated and heated **food trolleys** ensure your menu stays at the ideal serving temperature from kitchen to customer. With robust construction, easy maneuverability, and precise thermal performance, they are the perfect companions for hotels, catering and hospitals

FHA2024 Mobile Heated and Refrigerated Trolleys

FHA2024 Counter Drawer

Counter Drawer

with **R290** inverter

Our Products

Williams offer a comprehensive product range with a choice of temperatures and extensive options offering ultimate flexibility.

The 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.

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.

Website

Contact Information

UK Office
Bryggen Road, North Lynn Industrial Estate,
King's Lynn, Norfolk PE30 2HZ
T (44) 1553 817000
F (44) 1553 817111
E info@williams-refrigeration.co.uk
W www.williams-refrigeration.co.uk

Hong Kong Office
Unit C, 12/F., Roxy Industrial Centre,
58 - 66 Tai Lin Pai Road, Kwai Chung, New Territories, Hong Kong
T (852) 2407 5422
F (852) 2407 3767
E sales@williams-hongkong.com
W www.williams-refrigeration.com.hk

Shanghai Office
Room 16C, Hai Xing Plaza,
No.1 South Rui Jin Road, Huangpu District, Shanghai, China
Zip code: 200023
T (86) 21 5396 0183
F (86) 21 5396 1335
E sales.service@williams-shanghai.com.cn
W cn.williams-refrigeration.com.hk

Dubai Office
P.O. Box 342011, B-05, Light Industrial Units, Phase-3, Dubai Silicon Oasis,
Dubai, United Arab Emirates
T (971) 4326 3313
E sales@williams-dubai.com

Australia Office
38-42 Gaine Road, Dandenong South,
Victoria 3175, Australia
T (61) 3 8787 4747
F (61) 3 8787 4787
E sales@williamsref.com.au
W www.williams-refrigeration.com.au