williams

Design Excellence : Cool Technology

an Ali Group Company

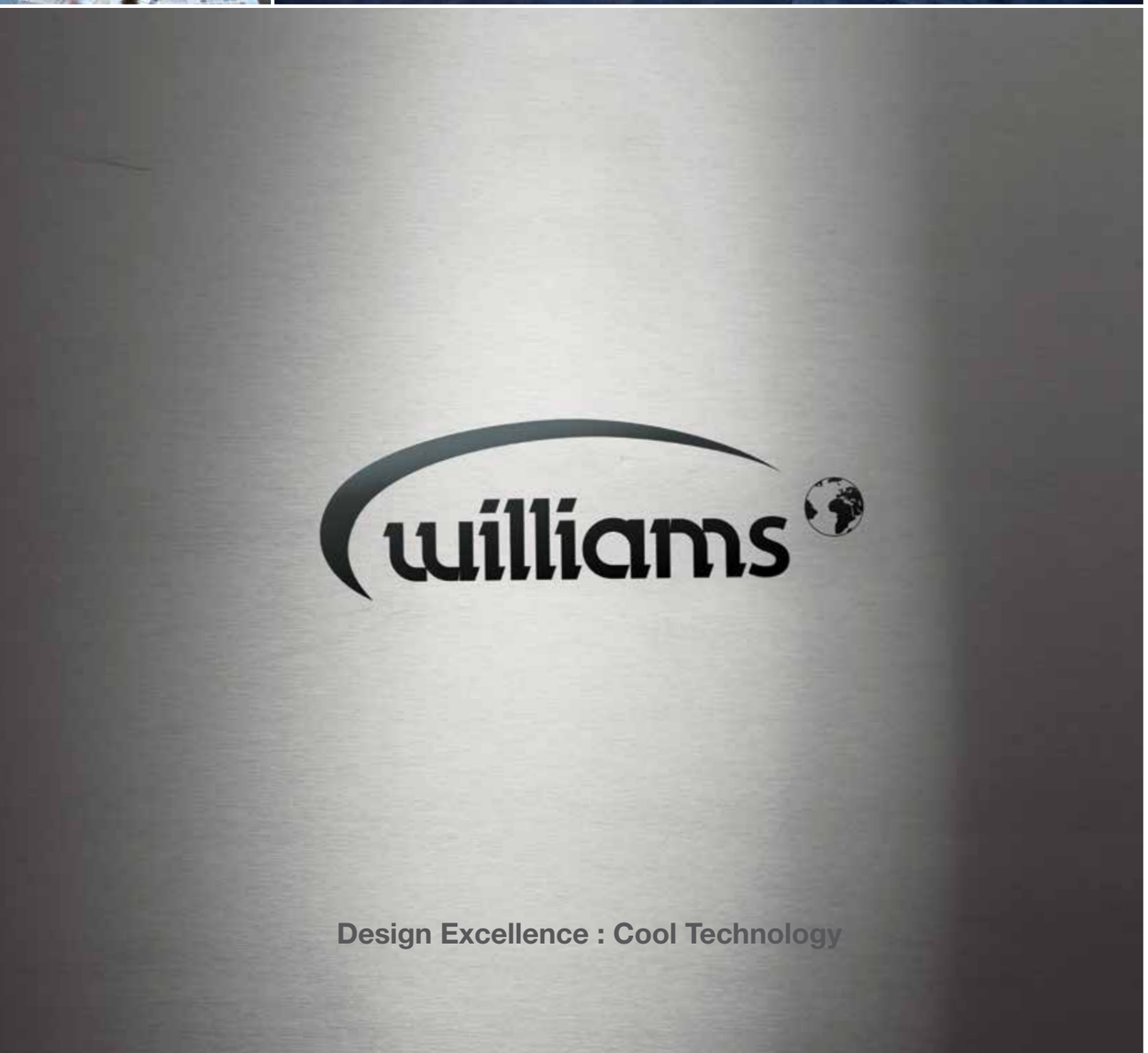
GROUP

The Spirit of Excellence

Professional in Commercial Refrigeration

Williams Refrigeration

www.williams-refrigeration.com.hk



Design Excellence : Cool Technology

Williams Refrigeration was established at UK Kings Lynn in 1980 and is now one of the world's leading designers and manufacturers of innovative and award winning professional refrigeration.

Best Performance and Quality

Williams has built a global reputation over 35 years for performance, quality, and value for money

Innovative and Execellent Design

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 UK Kings Lynn and the resources and expertise offered by the technical teams at Williams' manufacturing locations. 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.

Food Safety and Hygiene

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.

Energy and Environmental Awareness

Greenlogic is Williams' commitment to supplying the most energy efficient and sustainable commercial refrigeration in today's market. It covers our plant, manufacturing and management also.

Reliability

All products are built for performance, reliability and durability, even in the toughest and most arduous of conditions.

Williams' focus on service and support has led us to attract some of the world's leading companies as customers.

Production Plants and Sales Offices

Worldwide Sales Offices

United Kingdom (Headquarter)
China
Hong Kong
Australia
Dubai

Fully equipped with
Product Know-how.
Professional Support in
Pre-sales Service,
Product Design, and
After-sales Service.

International Production Plants

United Kingdom
China
Australia

Focus in
Systematic Production,
Professional R&D, and
the **Best Quality Control**.

Global Products, Local Service

Accreditations

Our Production Plant in China

ISO9001:2015 (Quality Management System)

ISO14001:2015 (Environment Management System)

ISO22000:2005 (Food Safety Management System)

ISO45001:2018 (Occupational Health & Safety Management System)

QS (China Quality and Safety Mark)

WCA (Workplace Conditions Assessment)

Our Products

CE, WEEE and RoHS

CCC (China Compulsory Certification)

SASO (Saudi Arabian Standard Organization Certificate)

KC (Korea Certification)

China Production Plant

SAME set up as UK production plant

Manufacturing template
CAD and Latest advanced Machinery
Testing and QA process
Component selection and standard
Compliance
Key parts specification (Int. prestigious brands)

Professional European Standard R&D testing laboratories

Experienced R&D team to develop new and custom-made products

Quality Assurance

Williams is strict in QUALITY CONTROL, from rigorous selection of registered suppliers to incoming materials, products quality check after each process, and also the final products prior to leaving factory

Williams Front-Of-House Products

Jewellery-box Type Display

Wine Display

Cake Display

Ice Cream Display

Sushi Display

Beverage Cooler

FOH Upright Display

FOH Counter Refrigerator

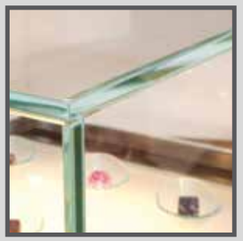
Stairway Display

Reach-in Open Display

Ice Well, **Cold** Well, **Frost** Top

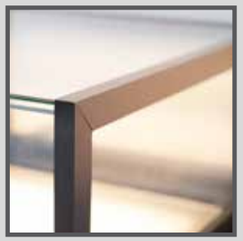
Design Excellence : Cool Technology

V-cut bending for all visible bends



Toughened ultra-clear glass with heated film

45° cut edges for front and top glass of showcase



Slim 304 grade S/S frame on showcawse

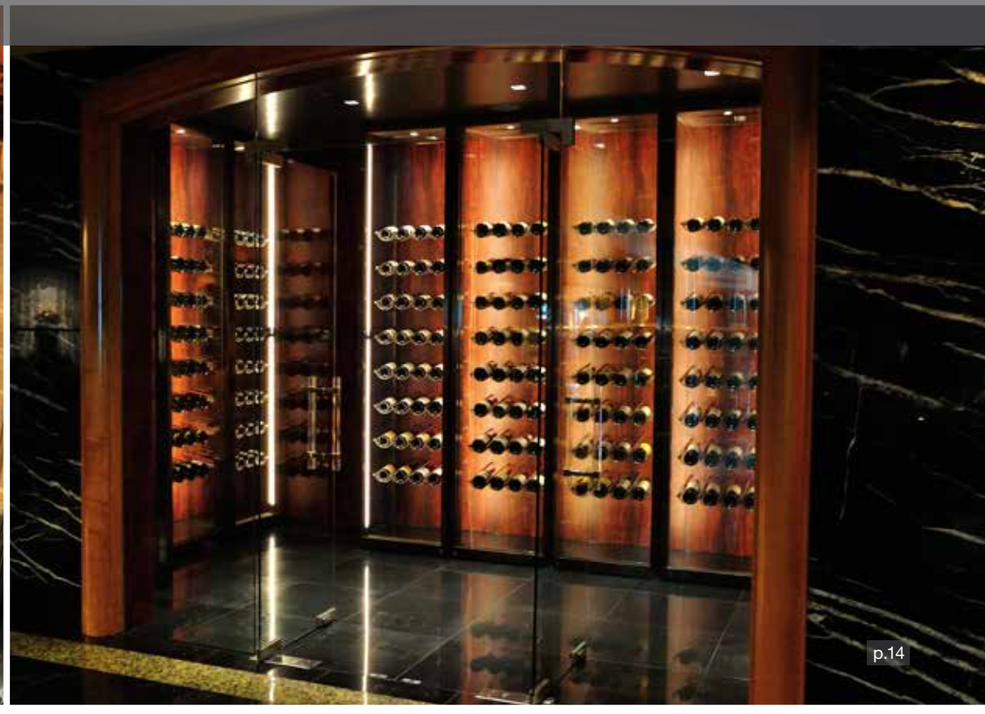
Warm white(2700K) LED lighting

Sophisticated Wine Tower

adds harmonious ambience to fine dining

Williams Front-Of-House Products

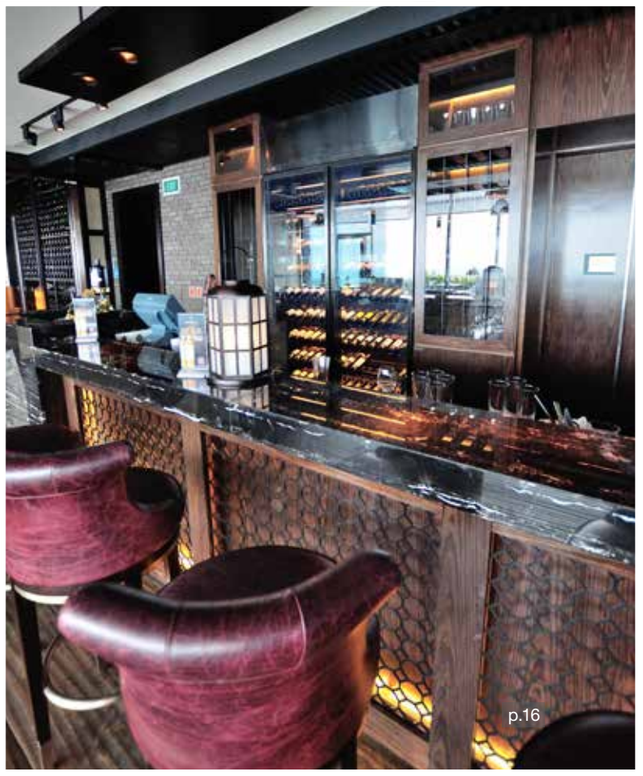
Stylish **Wine Tower** fits to your delicate interior



Reliable

Wine Tower

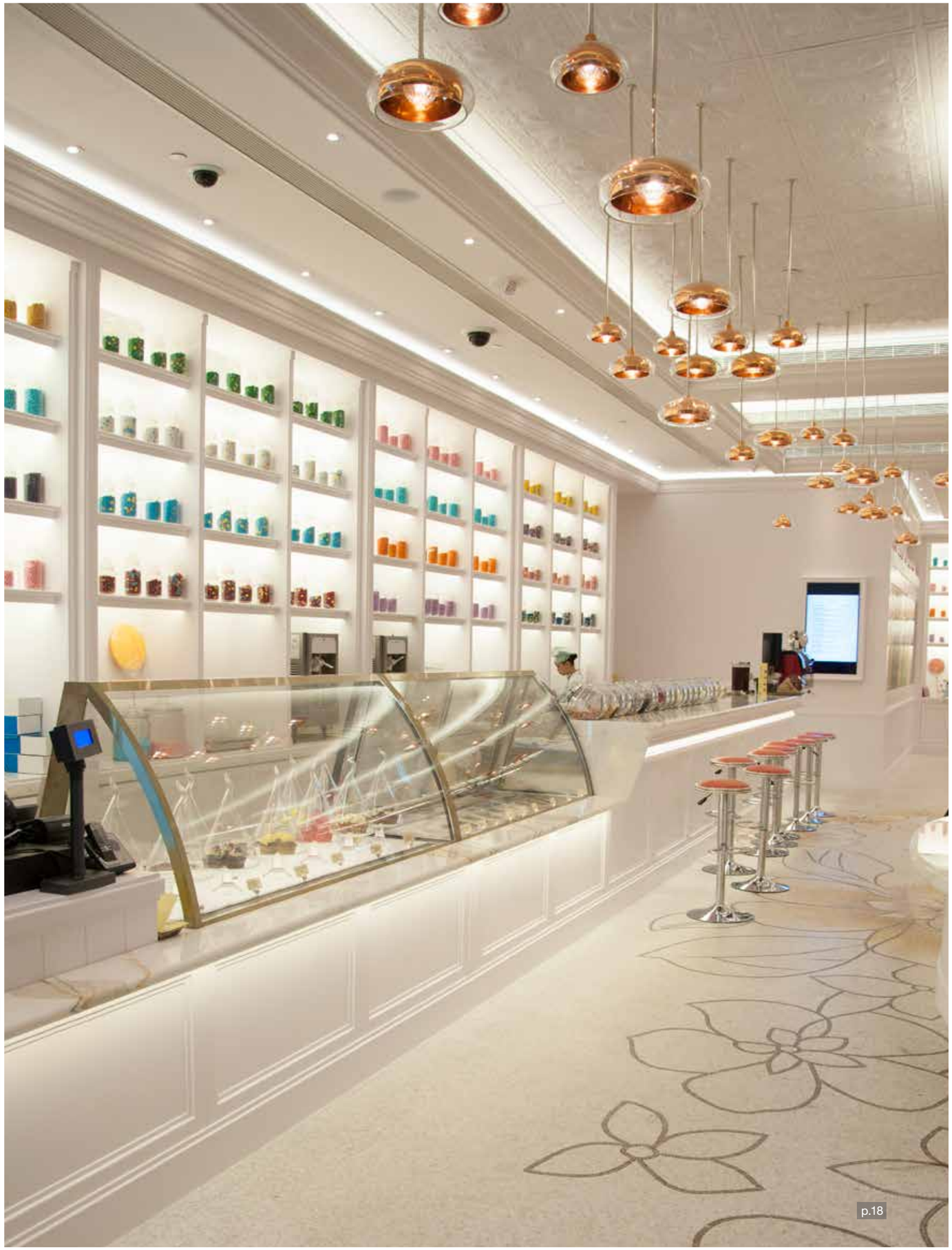
shows you the best performance in every moment

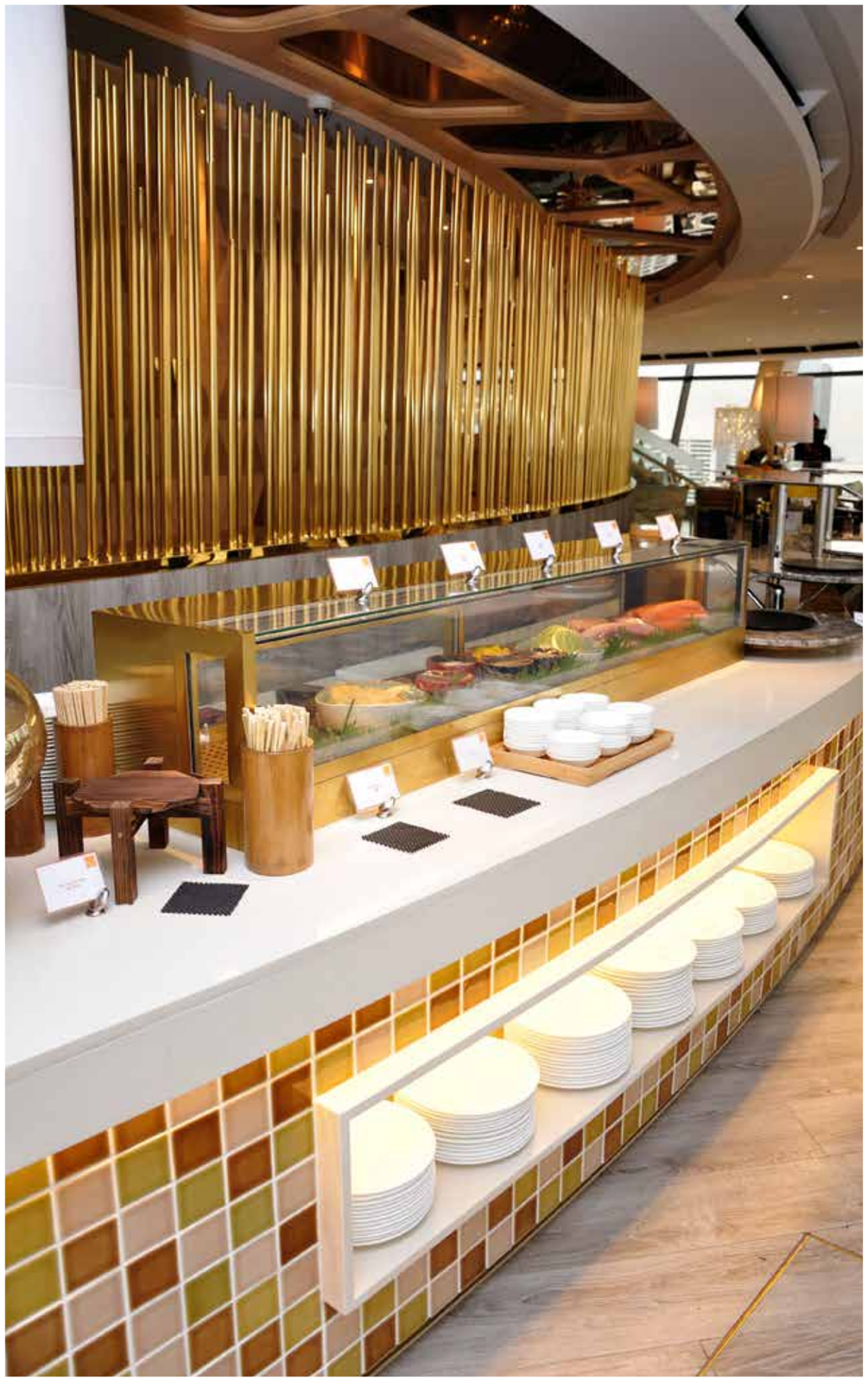


Williams Front-Of-House Products

Tailor-made

Cake Display provides inevitable attraction to your customers





Trustable

Sushi Display and
Open-type Display
keeps food fresh in
all-day dining areas

Williams Front-Of-House Products

Sleek **Counter, Upright Cabinet** and **Wall-mounted Display** perfectly balances the aesthetics and functionality for open kitchen and catering event venue

Effective

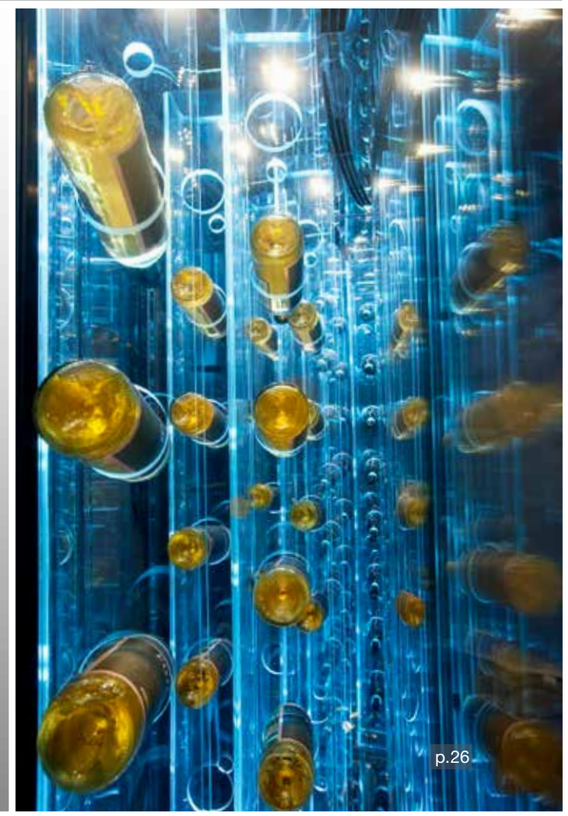
Open-top counter and **Open-type Beverage Display** provides convenience to busy buffet services

Innovative

Jewellery-box Type Cake / Choco Dispay enhances classy food display

p.24

Custom-made **Capability**



p.26

Williams Back-Of-House Products

Upright Cabinet

Thawing Cabinet

Counter

Preparation Counter

Beverage Counter

Mobile Banqueting

Modular Roll-In Cabinet

Blast Chiller

Design Excellence : Cool Technology

CoolSmart Controller

Removable cassette type condensing unit and evaporator

Door/ Drawer mullion heaters

Adjustable and removable racking system

Fully extendable work out drawer

Williams Professional Refrigeration

Handle Redesign

Williams Refrigeration strives for delivering global excellence. Working with users to create solutions to meet fast-changing requirements and to enhance customer experiences, our new design, durable and stylish handle - New Integral Handle came out to be applied on our professional refrigeration equipment.

16 New Integral Handle Change Benefits

Door handle is as important as the condensing unit of refrigeration equipment, it is tiny part of a chiller but relates to food safety, occupational safety and even affects the kitchen layout design. Williams also think a good handle should be comfortable for different chefs with different body height in every busy moment to raise the effectiveness.

DESIGN EXCELLENCE : COOL TECHNOLOGY

Williams Back-Of-House Products

01

Ergonomic 304 grade stainless steel handle

Full length integral handle for a non-slip, improved 'grab' on the door – a must in a busy kitchen environment. The sleek looking stainless steel handle is also easy to clean with no potential dirt traps, and the 304 grade stainless steel material will also increase the durability.

02

Counter width minimise, space maximise

Williams has minimised the width of counters to maximise the utility of kitchen space but still maintain the capacity and the efficiency in refrigeration performance.

03

Anti-dripping table-top edge design

Special design under table-top edge to prevent the water dripping and minimising the potential of dirt trapped under table top.

04

Better thermal efficiency

Whole body is fully covered by 304 grade stainless steel including the door/ drawer handle to further enhance the thermal efficiency

05

Side slabs eliminated

Door or drawer panel extended to cover the side slabs to minimise the dirt from entering at front when cleaning.

06

Exterior Design - Clear, simple but stylish

The integral handle applied also on condensing unit, whole set of counter handles will be in an alignment, the new and clear exterior design of Williams professional refrigeration equipment will make the kitchen looks like tidier.

Williams Back-Of-House Products

Garnet

Hygienic optimised design with top-mounted refrigeration system

Opal (1/1 GN), Emerald (2/1 GN), Bakery (400x600mm EN)

Ergonomic counter design with different Gastronorm size and configurations to suit any application

Overnight Thaw

Designed for thawing frozen foods in a controlled condition to ensure food safety

Aztra

Space saving design allows compact refrigeration equipment set up

Zircon Fish

Specifically designed for the storage of fish, static cooling system avoids drying out the fish

Under Broiler

Space saving, low height refrigerated counter designed for accommodating chargrills and griddles

Williams Back-Of-House Products

Onyx

Innovative counter with raised pan holder - ideal for quick and easy food preparation

Jade Preparation

Front-vented refrigeration counter design with raised pan holder for quick and easy food preparation

Aztra Salad

Space saving design with saladette wells and extended work-top for food preparation

Thermowell

Table top food preparation well designed to ensure a flexible workflow planning

Bottle Well

Top sliding lid provides quick and easy access for restocking

Bottle Cooler

Designed for stylish, effective storage and display of bottles and cans, it also makes easy drink selection for customers

Glass Chiller

Designed for rapid chilling glasses straight from the washer

Wine Cabinet

Designed with industrial standard cooling system performance and contemporary design for reliability and stylish decor

Williams Back-Of-House Products

Mobile Banqueting (Heated)

Mobile Banqueting (Refrigerated)

Designed for safely transporting food from a kitchen to a serving / banqueting area

Ruby

Stainless steel modular roll-in food storage cabinet offers high quality construction with excellent insulation in a range of temperatures - ideal for larger catering requirements

Williams Back-Of-House Products

Reach-in Blast Chiller

Space saving and compact design for effective blast chilling

Roll-in Blast Chiller

Modular construction design blast chiller / freezer allows easy transportation, flexible installation and easy access of trolley

Williams Customers

SHANGRI-LA HOTELS and RESORTS

HYATT

Hilton

Jumeirah HOTELS & RESORTS STAY DIFFERENT

FOUR SEASONS Hotels and Resorts

Kempinski HOTELS & RESORTS

MANDARIN ORIENTAL THE HOTEL GROUP

starwood Hotels and Resorts

Marriott HOTELS • RESORTS • SUITES

THE VENETIAN Resort~Hotel~Casino

Oberoi Hotels & Resorts

MGM GRAND

MARCO POLO HOTELS

THE RITZ-CARLTON

INTERCONTINENTAL HOTELS & RESORTS

LANGHAM HOTELS International

STUDIO CITY MACAU 新濠影滙

RAFFLES HOTELS & RESORTS

ROSEWOOD HOTEL GROUP

Mercedes-Benz

香港賽馬會 The Hong Kong Jockey Club

The American Club Hong Kong excellence since 1925

THE ABERDEEN MARINA CLUB

PIZZA EXPRESS

Projects since 2014

Along with the over 1000 Hotel projects by Asia offices in the past, customers from other segments have also chosen Williams equipment, some of the projects are as below...

Hotel

Group	Hotels
Accor	M Gallery Novotel Pullman Sofitel
Alila	Alila
Capitol	Capitol Singapore
Carlson Rezidor	Radission
Dusit Hotel Group	Dusit Hotels
FRHI	Fairmont Raffles
Galaxy Macau	Galaxy Macau
Hai Dang Group	Gallina Resort And Spa
Hilton	Conrad Double Tree Hilton Hilton Garden Inn
Hotel G	Residence G
Hyatt Int.	Grand Hyatt Hyatt Hyatt Regency Park Hyatt
InterContinental	Crown Plaza Holiday Inn Hotel Indigo
Kempinski	Kempinski
Langham	Cordis The Langham
Las Vegas Sands	Marina Bay Sands, SG Venetian Hotel Macau
Mandarin Oriental	Mandarin Oriental
Marco Polo	Marco Polo
Marriott	Courtyard JW Marriott Marriott Renaissance Ritz-Carlton
Melco	City Of Dreams Studio City Macau
MGM	MGM
New World	Rosewood Hotel Penta Hotel
Nikko Hotels Int.	Nikko Hotels
Nobu Hospitality	Nobu Hotels
Oberoi	The Oberoi Hotels
Rixos	Rixos Hotels
Rosewood	New World Hotels Penta
Shangri-la	Hotel Jen Kerry Hotel Shangri-la
Six Senses	Six Senses Hotel
Solaire	Solaire Resort & Casino

Hotel

Group	Hotels
SJM	Grand Lisboa
South Beach	South Beach Hotel, SG
Starwood	Aloft Element Four Points Le Meridien Sheraton St. Regis The Luxury Collection W Hotel Westin Hotel
SHK Group	Royal Garden Hotel
Tauzia	Harris Hotels
The Leela	Hotel Leelaventure
Wanda group	Wanda Hotels
Wynn	Wynn Palace

Clubhouse

Dynasty Club, Hong Kong
HaiMa Club HaiKou, China
Hong Kong Country Club, Hong Kong
Hong Kong Jockey Club, Hong Kong
Kowloon Tong Club, Hong Kong
Laguna Golf Country Club, Singapore
Pak Kong Golf Club, Sai Kung, Hong Kong
The American Club, Hong Kong

Food Factory

Amrit Group, India
Fresh & Ready Ltd, Mauritius
Grand Master Group, Hong Kong
Murray Catering, Hong Kong
Taj Stats, India

Government / Hospital

Australian Embassy, Indonesia
LangZhou Military Region Hospital, China
VINMEC International Hospital, Vietnam
Yishun Community Hospital, Singapore

Restaurant

An Nam, Hong Kong
Arcane Restaurants Ltd, Hong Kong
B&L, Hong Kong
Banyan Tree Restaurant, Sri Lanka
Bread Street Kitchen (Gordon Ramsay), Singapore
Central French Restaurant, Hong Kong
CIAK in the kitchen, Hong Kong
Cuisine Cuisine, Hong Kong
DALLOYAU, Hong Kong
Dynasty Restaurant, Hong Kong
Eyuzu Japanese Restaurant, Malaysia
Fine Food Shop in Royal Garden, Hong Kong
Full House Signature, Hong Kong
Hard Rock Cafe At Bali Airport, Indonesia
Jamie's Italian, Causeway Bay, Hong Kong
Khatoco Nha Trang, Vietnam
Le Café De Joël Robuchon, Hong Kong
Modern Shanghai, Hong Kong
Mott 32, Hong Kong
Mr. & Mrs. Bund Shanghai , China
Mr. & Mrs. Fox (Swire Group), Hong Kong
New Grand Buffet Restaurant, Hong Kong
Nha Trang, Hong Kong
Pinot Duck at Stanley Plaza, Hong Kong
Pizza Express, Hong Kong
Plat Du Jour, Hong Kong
Pollen Restaurant, Singapore
Seasons By Olivier Elzer, Hong Kong
The Grand Buffet Restaurant, Hong Kong
The Ocean Restaurant, Hong Kong
The Pawn, Hong Kong
The Sign of The Don, United Kingdom
Tsui Wah Restaurant, Hong Kong
VEA Restaurant and Lounge, Hong Kong
Wynn Mizumi Japanese Kitchen, Macau

School

CCP College ShangHai, China
DuKe College KunShan, China
GEMS World Academy, Singapore
HK University of Science and Tech., Hong Kong
KDU University, Malaysia
Lycée Français de Singapourr, Singapore
Macau University of Science and Tech., Macau
The HKU Of Science And Tech., Hong Kong
TongZhou Insurance Training Centre, China
Yale-Nus College, Singapore

Instiitiution

A&B Tower, Vietnam
Air Catering Xinghua BeiJing, China
Air Catering ZhenZhou, China
Avalon Cruise, Vietnam
Bank Of China Staff Canteen, Hong Kong
British Airway Lounge, Singapore
Cathay Pacific Airway, Hong Kong
Convention & Conference Centre, China
Cotai Water Jet, Hong Kong
DFS @ Changi Airport, Singapore
DS Group, India
Facebook, Singapore, Singapore
Haerbin Bank Mansion, China
HSBC, Hong Kong
HuaTai Security Company NanJing, China
JingBo Staff Canteen BoXing, China
LvDe Convention Centre, YingChuang, China
Mecedes Me showroom, Hong Kong
NOVA Pharmacy ShangHai, China
Pasteur Tower, Vietnam
PMQ, Hong Kong
QingLong Lake Convention Centre, China
Sun Fook Kong Group, Hong Kong
VMware Software India Pvt. Ltd, India
Wah Ha Factory Building, Hong Kong

Mall / Store

Ikea Cheras, Malaysia
Ikea Jakarta, Indonesia
Imex Pan Pacific, Vietnam
Muji at Harbour City, Hong Kong
Pacific Place, Hong Kong
Shinsegae, Korea
The Pulse Shop, Hong Kong

We are professional in different refrigeration applications...

Your
refrigeration
application

We
provide
**Professional
Solutions**
with
Quality

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 18C, 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

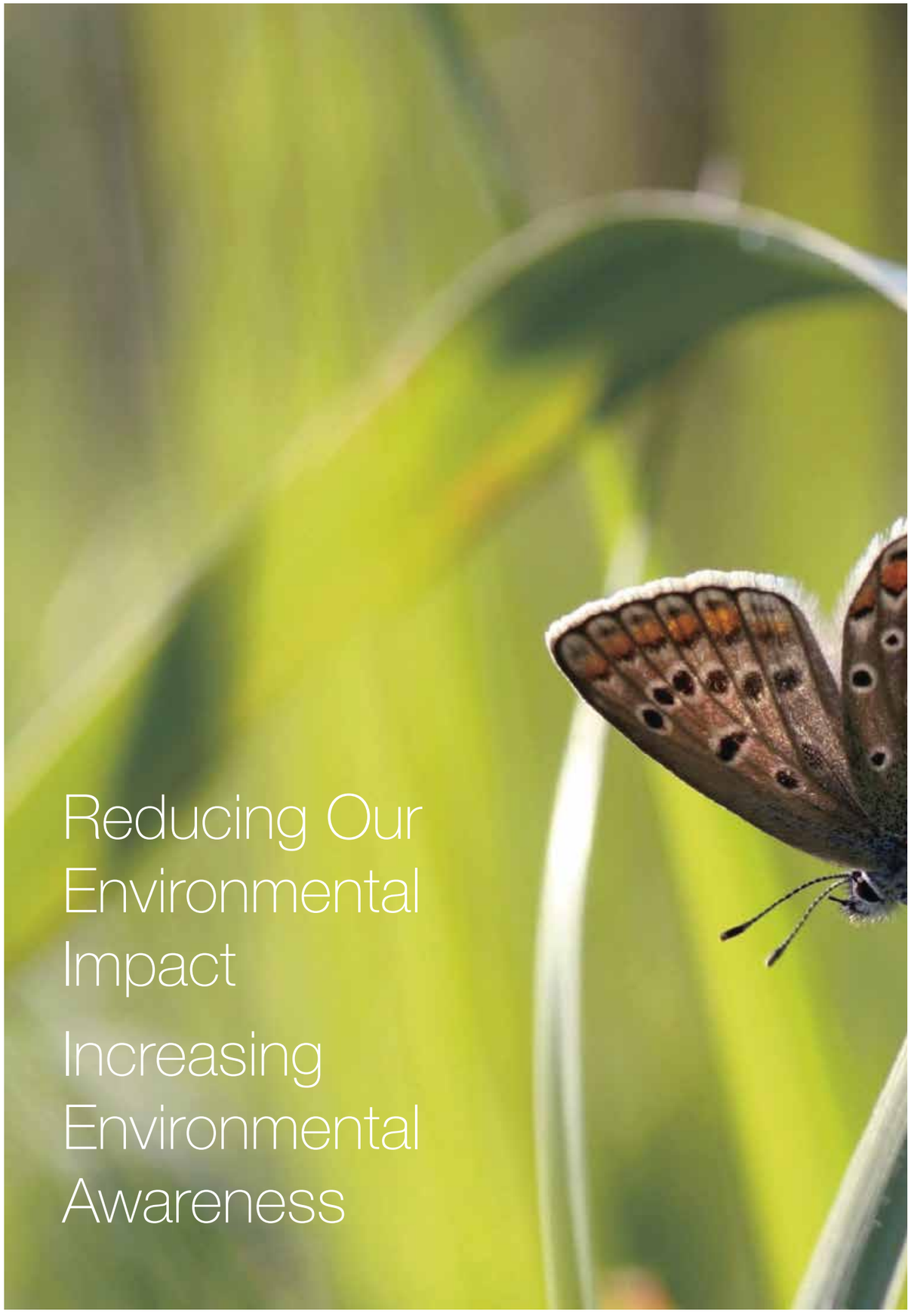
FM 60021 ISO 9001:2015 EMS 556157 ISO 14001:2015 OHS 615160 ISO 45001:2018

For selected models

For selected models

Williams reserve the right to modify the design, materials and finish in accordance with its progressive development policy.

MKT/LIT/WSBL0318/V2



Reducing Our Environmental Impact

Increasing Environmental Awareness

greenlogic

Working towards a greener, more environmentally responsible future.

Saving Energy

Increasing Recycling

Reducing Waste

Reducing Emissions

Greenlogic is Williams' commitment to supplying the most energy efficient and sustainable professional refrigeration in today's market. It's not limited to product design, Greenlogic covers our plant, manufacturing and management processes too.

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 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.

Our CoolSmart Controllers minimise the cabinet's energy consumption through processes such as fan and heater pulsing, intelligent defrost and independent management of evaporator and condenser fans.

Our insulation delivers structural strength and superior thermal properties while minimising environmental impact, through low GWP (Global Warming Potential) and zero ODP (Ozone Depletion Potential).

Recent innovations include low energy fans and bumper bars made from recycled materials, which resist corrosion to maximise service life. All coils are now electro deposition dipped - the most advanced cathodic coating technology available. The process has a lower environmental impact due to a reduction in the amount of solvents used.

A comprehensive choice of other energy saving features and options are available including self-closing doors, heavy duty gaskets, half doors and drawer packs.

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 ISO14001 Environmental Management certification across all of its manufacturing plants in UK, Australia and China, 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.

- Pallets are re-used and waste wood recycled.
- Packaging is 100% recyclable, although the bulk of it is reused.
- Waste and by products are dispatched to specialist waste processors.
- Williams have adopted a zero tolerance refrigerant leak strategy. All coils are pretested and again when the refrigeration system has been assembled using industry-best helium sensors.
- Rigorous standards are applied to liquid waste. We only use chemicals that are strictly required by our processes.
- We apply energy-saving technologies, from low energy lighting to plastic curtains that conserve heat in production areas.
- We follow energy-saving procedures, from sharing office space to do function-testing overnight with off-peak electricity.
- Our transport's carbon footprint is minimised through planned deliveries and full loads.

Staff is encouraged to think about sustainability at all times – to switch off equipment that's not being used, to avoid unnecessary use of resources, etc.

To know more about Greenlogic,
Please visit: **www.greenlogic.info**