



New Products for 2012



NEW FOR 2012



BE WELL PREPARED

2012 sees the launch of the new Williams Prep Well - the latest in flexible refrigeration.

With a footprint of just 0.3m² it can reduce trips to coldrooms by squeezing into the tightest of spots.

Coupled with our CoolSmart controller, built in chopping board and air-curtain you can be safe in the knowledge your fresh products will stay fresh longer, and be where you need them most.

Prep Well (PW4)

An entirely new refrigeration concept, designed to help with the makeup of pizzas, salads and sandwiches. The mobile Prep Well is a highly flexible, compact unit – ideal for sites that have to replenish ingredients from the coldroom and have no room for a conventional prep counter with wells.

While the concept of counters with wells and table tops is established in the foodservice market, the Williams Prep Well is the first to offer a mobile option. Its mobility is a key benefit, since it allows caterers to be more flexible with valuable floor space.

Accurate controls mean there's no need for regular temperature checking of ingredients and it can be wheeled-in and positioned where it's needed most. Its footprint of just 769 x 450mm means it is also small enough to fit into confined spaces.

The Prep Well is equipped with a powerful refrigeration system which, together with its new airflow design, ensures a constant temperature of 1 to 4°C is maintained for the medium-term storage of ingredients.

The units airflow design provides constant cooling to the chilled ingredients through a combination of convection cooling below the gastronorm pans and a protective 1°C air-curtain above the ingredients.

An integral chopping board can be used as a lid over the wells to retain freshness and reduce food spoilage for even longer periods, or removed when not required.

The Prep Well is designed to be easy to clean to ensure maximum hygiene. Thus it features many removable parts, including a removable overflow tray for the collection and disposal of spillages.

Sustainability Built In
The new Prep Well uses R290 hydrocarbon refrigerant and high density polyurethane foam insulation, which have a minimal Global Warming Potential and zero Ozone Depletion Potential. As the hydrocarbon refrigerant is below the 150g threshold, the unit can be placed in any location.

The combination of the hydrocarbon refrigerant and the Prep Wells highly efficient EC fans reduces energy consumption by up to 15%, compared to traditional systems. The Prep Wells CoolSmart controller further reduces energy consumption, through processes such as fan and heater pulsing, intelligent defrost and the independent management of evaporator and condenser fans. All components are ethically sourced and the unit is 98% recyclable.

Product Details

Temperature PW4
Prep Well +1 / +4°C

Options & Accessories
1/3 x 150mm Gastronorm pans
1/6 x 150mm Gastronorm pans

| Technical Specification | |
|-------------------------|--|
| Dimensions (mm) | W450 x D769 x H870 |
| Finish | Foodsafe stainless steel exterior and interior |
| Capacity | 8 x 1/6 pans |
| Power Input (Start up) | 7 amps |
| Power Input (Running) | 1.2 amps |



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NEW FOR 2012

FRESHLY SQUEEZED

2012 sees the launch of the Jade Slimline Counter. Developed to the same high standards as the current Jade range of counters our revolutionary design packs all the goodness of a standard Jade but squeezed into a smaller footprint.

Jade Slimline Counter (JSC)

The new Jade Slimline Counter offers all the features of our popular Jade counters, but slimmed down to a depth of just 500mm, making it ideal for tight spaces.

The new counter is designed for effective operation in high ambient 43°C environments. It features a tough stainless steel exterior, which is proven to withstand the rigours of day-to-day operation in the busiest kitchens.

The integral handle provides a non-slip 'grab' on the door, a 'must' in a busy kitchen environment. The handle is formed from the same piece of stainless steel as the door itself, providing an easy-to-clean one piece surface, with no potential dirt traps.

The Jade Slimline is also delivered to site with heavy duty, non-marking braked swivel castors, which ensure both mobility and stability.

Efficiency as Standard

The Jade Slimline is the first model to be fitted with Williams' new energy-efficient compressors. The smaller compressors offer an improved heat exchange, a smaller refrigerant charge and a reduced risk of refrigerant leakage saving you on average up to £100 pa on your energy bill, compared to standard units.

What's more, the introduction of the new compressors has enabled Williams to redesign the layout of the refrigeration system. Coupled with the ability to completely remove the

cassette system, makes the Jade Slimline easy to service and maintain.

The new counters have many more energy-saving features, including CoolSmart controllers. As well as saving energy, by only running the refrigeration system when it is required, the CoolSmart monitors the fan, defrost, compressor and probe, alerting users to potential problems and ensuring that the critical storage temperature is not compromised.

To further reduce running costs, all doors are self-closing and fitted with easy to clean, replaceable magnetic balloon gaskets. The optional two and three drawer versions further reduce energy consumption and the high performance 75mm insulation, which has low GWP and zero ODP, offers market-leading thermal efficiency.

The Jade Slimline is also available with hydrocarbon refrigerant – providing the ultimate 'green' solution.

Product Details

| Temperature | JSC3 |
|------------------|------------|
| Refrigerator (H) | +1 / +4°C |
| Freezer (L) | -18/ -22°C |

Options & Accessories

- Stainless steel interior
- Additional shelving / trayslides
- Drawer banks (2 or 3)
- Adjustable legs in lieu of castors (add 10mm)
- Hydrocarbon version available

Technical Specification

| | |
|-------------------------|--------------------------------|
| Dimensions (mm) | W1810 x D500 x H860 |
| Capacity (cu.ft/litres) | 12.5/354 |
| Power Input (Start Up) | H - 17.9 Amps L - 22.7 Amps |
| Power Input (Running) | H - 3.7 Amps L - 4.5 Amps |



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NEW FOR 2012



STAY FRESH

The Williams range of Gem front of house display equipment has just got bigger, with the launch of our new Sandwich (SC series) and Pastry Chillers (PC series) – making sure we have the right model for you, whatever your footprint or application.

Gem Sandwich and Pastry Chillers

The new Gem Sandwich and Pastry Chillers open design gives ideal 'grab & go' access to drinks, snacks, sandwiches and plated cold foods.

Visually striking, the new Gem Sandwich chiller has a bright annealed, highly polished, stainless steel exterior and a foodsafe, stainless steel interior.

The Sandwich Chillers refrigeration system works from beneath the cabinet, meaning that there is no front, rear or side grill, so the units lines are attractively smooth, yet it can be sited against the wall and fit flush between other display units.

Its glass shelves and curved toughened glass surrounds ensure all-round clear visibility, while the bright white energy saving LED lighting delivers extra eye-appeal. Every inch of space is maximised for display even down to the lighting - the LEDs take less space than a conventional fluorescent strip, so there's more room for product.

The new Gem models have an enhanced, thermostatically controlled forced-air refrigeration system. This reduces pull down times and guarantees even temperature control between 2 and 5°C, ensuring merchandise is kept fresh and appealing.

The Sandwich Chiller features an easy-to-use controller, with clear digital temperature display. There are three model sizes to choose

from, with widths of 600, 900 and 1200mm. Shelving is fully adjustable for maximum flexibility and the unit is supplied on castors for easy positioning.

Not only are Williams launching the Sandwich Chiller series as part of its Gem front-of-house display range – but also proudly announcing the addition of the new Gem Pastry Chiller series. Offering all the great features and benefits of the SC series, the new Pastry Chillers are perfect for front line display. They are available with a choice of open or closed front and sliding rear loading doors. There are also two sizes to choose from – a 600mm width model as well as a 900mm version.

Product Details

| | |
|---------------------------|--------|
| Temperature | SC1200 |
| General Produce +2 / +5°C | |

Technical Specification

| | |
|------------------------|----------------------|
| Dimensions (mm) | W1200 x D780 x H1520 |
| Power Input (Start Up) | 41.5 amps |
| Power Input (Running) | 8.33 amps |



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NEW FOR 2012

MAXIMUM IMPACT

As well as the welcome addition of Sandwich and Pastry Chillers into the GEM range, the popular Gem Multidecks have not been forgotten and now have a whole host of new energy saving features and options.



New Multideck

With the increase in 'grab and go' service having such an impact on in-store cafés, restaurants and supermarkets, the Multideck has never been in such demand.

The stylish design of the Williams Multideck range can not only improve your front of house, but offer you the chance to maximise every inch of retail space.

Williams offer a range of Multidecks in a slimline or standard version, perfect for front-of-house open display of drinks, pre-packed snacks and dairy products. Customer access is easy and product display the key focus. To enhance the range and optimise your merchandising potential, a variety of options are available, including easy fitting snack selection baskets, lockable security night shutters or night blinds, mirrored panels and illuminated shelving.

Advanced airflow technology guarantees even temperature control between +3°C / +5°C - ensuring products are kept fresh and critical HACCP legislation is satisfied with minimal effort.

Williams has proudly been supplying Gem Multidecks to a diverse and varied market for many years, including leading supermarkets, hotels, schools, universities, delicatessens, restaurants and hospitals.

We've not been resting on our laurels however and now proudly introduce some great new features.

- Front sliding doors - smooth operating, easy access and guaranteed uniform temperatures. Keep your products clean and fresh while significantly reducing your energy consumption.
- LED strip lighting fitted as standard – offering great energy savings and superb improved visibility of merchandise
- Rear loading doors to provide easy access for quick restocking of merchandise
- A full range of colours now offered to suit your surrounding décor or to truly stand out from the crowd
- New improved removable EPOS ticket strips

The new models also feature fully adjustable shelving, easy to use and clear display digital controller. They are also supplied on castors as standard, with extra leveling feet for stability.



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NEW FOR 2012



DESIGN EXCELLENCE

This impressive Front of House Display range offers superb aesthetics with reliable refrigeration.

Front of House Display

Delicate products, like chocolate and cake, require special display refrigeration systems to keep them in top condition and looking their best. Williams pioneering new range is the ideal solution for displaying your refrigerated goods, whilst blending perfectly into any surrounding.

Williams has developed a complete range of display cases for any application, including;

- Sushi
- Wine
- Ice cream
- Cake
- Chocolate

However, the range can be entirely tailored to suit your footprint and application and come in a choice of highly polished finishes including champagne; rose; bronze and black hairline.

Their individual, attractive designs enhance presentation while their refrigeration systems are tailored to maintain the products in the best possible condition.

For example, the Jewellery Box Chocolate showcase, inspired by high end fashion and jewellery boutique display cases, features ultra clear glass, a warm white light and an efficient forced air-cooled system. Operating temperature is 8 to 12°C and the unit is manufactured in 304-grade, black hairline stainless steel, both exterior and interior. Precision injection, high density polyurethane insulation

provides excellent thermal efficiency with low GWP and zero ODP.

Each model has been designed to deliver the optimum combination of aesthetics and functionality. They maximise the display area whilst delivering high performance refrigeration.

These are premium display cabinets and as such are built to the highest standards in manufacturing. For example, V-cut bending provides a superior finish and ultra sleek look. Other features making the range attractive for any front of house application include 45° cut glass, offering superb all round visibility as well as 'invisible' handles and hidden controllers.

Other models include the Cake Display, which features a stainless steel, frameless, double-layered glass showcase and glass sliding doors. The Sushi unit meanwhile has a minimalist, sleek design combined with excellent cooling performance. The Williams Wine Tower offers a sophisticated, stylish display that shows off the bottles beautifully, adding to the ambiance of the dining area.

Product in Focus

| | |
|-------------------------|---------|
| Jewellery Box Chocolate | JBU-600 |
| Chocolate +8/ +12°C | |

Options & Accessories

- Die-punched louvre
- Remote condensing unit
- Double layered ultra clear glass
- Varied finishes available

Technical Specification

| | |
|------------------------|---------------------|
| Dimensions | W600 x D700 x H1100 |
| Power Input (Start Up) | 4.4 amps |
| Power Input (Running) | 1.7 amps |



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MOST ENERGY EFFICIENT

Topping the Energy Technology List, the two door Jade counter with hydrocarbon refrigerant is proven the most energy efficient counter currently available.

Greenlogic - Product in Focus

Designed for effective operation in 43°C high ambient environments the robust, energy conscious Jade has successfully proven itself to withstand the rigours of day-to-day operation in the most stressful of kitchens.

The Jade Counter comes with a raft of energy-saving features and options including self-closing doors, heavy duty gaskets and drawer packs.

CoolSmart controller

Minimises the counters energy consumption by 15% through detecting changing situations

High density insulation

Provides structural strength and superior thermal properties while minimising environmental impact through low GWP (Global Warming Potential) and zero ODP (Ozone Depletion Potential)

Hydrocarbon refrigerant

Low GWP and zero ODP. Energy consumption reduced by a further 15% due to its excellent thermodynamic properties.

Self-closing doors

Avoids heat gain, keeping energy consumption to a minimum

Magnetic balloon gaskets

Provides 100% tight seal - preventing heat gain

Drawers

Choosing a counter with drawers minimises energy use even further

Fan motors

Latest technology fan motors offer improved heat rejection, increasing efficiency and lowering energy consumption

Product Details

Temperature **HJC2 HDC**

Refrigerator +1 / +4°C

Options & Accessories

Stainless steel interior

Raised pan holder

Splash-back

Wells - full / standard / special

Technical Specification

Dimensions (mm) **W1370 x D659 x H860**

Capacity **1/1GN Shelves**

Power Input (Start Up) **11.38 amps**

Power Input (Running) **1.06 amps**



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Williams Refrigeration

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. Its 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 King's 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.

Part of the AFE Group

The AFE Group is the UK's leading foodservice group and comprises the know-how of six 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 Williams Refrigeration, Falcon Foodservice Equipment, Mono Bakery Equipment, Serviceline, Eloma and Millers Vanguard.



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Design Excellence : Cool Technology



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Installation of all Williams products requires adequate ventilation.

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

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Williams Refrigeration is a trading name of AFE Group Limited.

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