



Quality Policy

Williams Refrigeration seeks to enhance its position as a leading manufacturer of professional refrigeration equipment, and associated applications to the foodservice and hospitality industries.

Operating within the strategic aims of the AFE Group Ltd and Ali Group S.r.l; the ultimate parent company, Williams Refrigeration strives for excellence in all its business achievements.

Williams Refrigeration is committed to building long term partnerships with its stakeholders and customers by providing quality and innovative products and services, delivered promptly and efficiently to meet customer needs.

To achieve this the company aims to continually improve throughout all levels of the business by operating an effective management system that meets the requirement of ISO 9001: 2015 Quality Management Systems; with key performance indicators that are set, documented, measured and reviewed regularly to ensure the aims and objectives of the business are maintained, and are further developed and improved upon throughout all levels of the company

Improvements to product performance, by development and design, is a continuous aim of Williams Refrigeration and will be met within current legal and statutory regulations with concern for the environment, and our wider corporate and social responsibility obligations.

Williams Refrigeration recognises and values the contribution the workforce makes to the success of the company and will seek through training and personal development to improve skills and competency so as to enhance performance. We will continue to promote safe working practices and initiatives to support the future welfare and wellbeing of our employees.

T. S. Smith
Group Managing Director
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