



Corporate
Capability



Contents

About Williams	4
Williams Worldwide	6
AFE Group and Ali S.p.A	10
History of Williams	12
Our Products	14
Product Ranges	16
Our Installations	18
Product Innovation	20
Corporate Social Responsibility	24
Greenlogic	26
Greenlogic: Product in Focus	28
Sustainability and Ethical Sourcing	30
Our Colleagues	32
Williams in the Community	34



Introduction

About Williams Refrigeration

Williams Refrigeration is one of the world's leading manufacturers and suppliers of professional refrigeration, with a global reputation for performance, quality and value for money.

Our extensive product range includes high performance and environment-friendly refrigerated cabinets and counters, blast chillers, coldrooms, backbar, front of house display and bakery equipment.

We are committed to helping customers meet the demands of complex legislation for food safety and energy efficiency, and to ensuring that we offer them 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.

From our Head Office in the UK, we have established manufacturing facilities in China and Australia and sales facilities around the world.

The global business is driven by the vision and inspiration of the 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 alongside a full network of distributors.

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.

At the heart of our manufacturing is a 'right first time' culture, within a framework of continuous improvement, based on international quality 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.

The manufacturing strategy is driven by best practice and investment in the latest production technology, components and automated processes.

Williams 'right first time' philosophy means that its products provide years of trouble free operation and are easy to service and maintain.

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 advantages to the customer.

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

Williams has regional contracting offices in the UK and sales offices across UAE, Europe, Asia and the USA.

• Williams by
Beverage Air

Williams UK and HQ •

Williams •
Silverfrost

Williams UAE •

Williams China •

• Williams Beijing

• Williams Shanghai

• Williams Hong Kong

Williams
• Australia

Global products - Local Service

Williams Refrigeration around the world

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 and ISO14001 (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 leader in many markets in this region, including for the sale of products such as reach in and roll in blast chillers and freezers.

With sales offices in Sydney, Melbourne, Brisbane and Perth, together with a network of experienced distributors, Williams offers the total refrigeration solution.

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.

China

Established in 1987, 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 and international distribution network and sales offices in Hong Kong, Shanghai and Beijing it's well equipped for serving China and the Asian market.

The plant in Dongguan manufactures products built to ISO9001, ISO14001 and ISO22000 and is equipped with the latest advanced production machinery from the UK. These operate 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, Chinese and Asian Government projects.

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.





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 market place.

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
- Millers Vanguard

Ali S.p.A

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 76 brands, employs more than 8,000 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.

1980: Founded in Kings Lynn



1986: Williams Refrigeration Australia Pty Ltd formed in Melbourne, Australia



1992: Williams Silverfrost Sarl founded



1998: Williams Refrigeration Group acquired by Aga (formerly Glynwed)

2003: Williams Dubai Rep Office formed to meet expansion in Gulf Region

2007: Williams Refrigeration acquired by Ali Group S.p.A, Italy



2010: Williams achieves ISO 14001 accreditation



2011: Williams Australia and China achieves ISO 14001 accreditation

1985: Modular production facility opened

1987: Williams Refrigeration Hong Kong and Dongguan Founded

1991: Williams achieves ISO9001 accreditation.



1994: Williams America Inc Founded



2001: Williams China achieves ISO 9001 accreditation

2005: Williams China achieves ISO 22000 accreditation

2006: Williams China opens Rep Offices Shanghai, Beijing, GuangZhou and ChengDu

2006: Williams launches its Greenlogic initiative

2014: Williams Australia achieves 18001

2012: Williams UK achieves zero to landfill

2012: Williams UK achieves 18001





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.



Cabinets

High performance stainless steel gastronorm cabinets offer excellent reliability and efficiency.

A choice of configurations and temperature ranges means there's one to suit any application.

Counters

A wide range of high performance stainless steel refrigerated counters with a comprehensive choice of options.

Williams' slimline version of its popular Jade counter range matches the trend for reduced kitchen space.

Multidecks

Maximise retail space with Williams Multidecks. Ideal for Grab & Go service in cafés, restaurants and supermarkets.

Customer access is easy and product display the key focus.

Bakery Equipment

A wide choice of dedicated professional dough conditioning equipment in a range of configurations, as well as bakery-specific refrigerators and freezers and Grab & Go merchandisers.

Preparation Stations

Counters and wells in a variety of formats, combining gastronorm storage with spacious prep areas, including our innovative mobile Prep Well.

Backbar Equipment

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

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 offer a wide range of capacities, from 10kg to 320kg.

Modular Coldrooms

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

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.

Showcasing Williams installations.

Williams equipment can be found across the globe and has been installed everywhere from Michelin starred restaurants to local cafés and everything in between.



“These fridges will get a real hammering and there’s nothing better for that than a Williams, because it can take it,” [Marcus Wareing, Marcus, The Berkeley Hotel, London.](#)

“Our equipment has to be top quality, robust and absolutely reliable,” [Larry Montack, Le Cordon Bleu, London.](#)



“Sustainability and energy saving are of paramount importance when it comes to specifying refrigeration,” [Laurence Fowles, Sheffield Teaching Hospitals.](#)



“Our refrigeration has to be totally reliable. That’s why we chose Williams,” [Francois Reverchon, Emmanuel College, Cambridge.](#)





The innovative air curtain
recycles cold air, normally lost
in conventional display chillers

Product Innovation

Leading the way in new product development

Williams Refrigeration has a worldwide reputation for product development and innovation.

Our internal Quality Management System demands the continuous improvement of products, from which enhancements are developed and made available.

We have also looked to resolve a number of key challenges set by major customers over the years.

The main focus of these challenges often varies between application, environmental, energy and cost led.

Williams responds to all such challenges with a can-do attitude and a wealth of technical know-how - with the solutions often leading to the development of ground breaking refrigeration products released to market.

We've pioneered a raft of greener technologies, ranging from energy-saving smart controllers to systems using eco-friendly refrigerants such as hydrocarbon and CO₂.

Today we continue to innovate, with products as diverse as our Wine Tower and the mobile Prep Well.

Our success is based on working closely together, not only within the R&D team but also through talking to and listening to our customers.

Our products are independently tested and verified through the UK ECA scheme and other international energy performance standards

It means our innovations are based on the needs of today's operator: products that deliver practical, energy-saving, high performance solutions.



10 R&D Cornerstones

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

Shaping the Future

Product design and development

Williams' continual investment programme in our in-house design, research and development facilities, not only in the UK but also China and Australia, keeps us at the forefront of refrigeration technology, developing products that will shape the future.

We use the very latest techniques to ensure that every product is the best it can be, in every way, from temperature control, ergonomic design, aesthetics and energy efficiency to performance, reliability and sustainability.

Using Best Available Technology (BAT) such as 3D modelling, airflow analysis and thermography, we test each aspect of the design's operation as we strive to deliver the market's most innovative refrigeration equipment.

Williams' reputation for refrigeration excellence stretches beyond the industry.

We play an integral role in Eco Design and the regulatory framework: our technical director sits on the EU Standards Committee and is a member of SIRAC technical forum and BRA industry working group.

Attention to detail is a key part of every successful design. That's why we spend so much time working with our suppliers – to ensure that they are developing the high-performing, sustainable components worthy of a Williams product.



Corporate Social Responsibility

Williams commitment to a sustainable future

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

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

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

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 helps customers understand that whole life cost is a key part of value for money when it comes to specifying equipment.

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

Williams commitment to a sustainable future.

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. 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 follows the AFE Group's 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.

When Williams first attained ISO 14001 in 2009, seven targets were set to achieve by 2015. All were achieved in just three years which included achieving 'zero to landfill' status.

- Investment has been made in energy-saving technologies, from low energy lighting to speed-shut doors that conserve heat in production areas.

- 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.
- 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.
- New packaging concepts has seen the usage of cardboard reduced by 12.4 tonnes p.a.
- Williams has adopted a zero tolerance refrigerant leak strategy.
- Our successful '20 point power management plan' has seen an overall reduction in energy usage by 23% since 2011 .
- Energy-saving procedures range from minimising heating by sharing office space to function-testing cabinets overnight using off-peak electricity.
- Waste and by products are dispatched to specialist waste processors.
- Our transport's carbon footprint is minimised through planned deliveries and full loads. We have 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.

98% 

of all our products are recyclable,

44% 

reduction in packaging since 2011

23% 

reduction in overall energy consumption since 2010

0% 

waste going to landfill

The UK's Most Energy Efficient Refrigerated Counter*

Hydrocarbon refrigerant
Low GWP / zero ODP and energy consumption is reduced by 15%



Electro-deposition dipped coils
Reduces corrosion leading to longer shelf life



Fan cut out switch
Maintains constant temperature when the door is open



CoolSmart controller
Energy reductions of up to 15% by detecting changing situations and reacting accordingly



Air ducted
Maintains constant temperature, reducing energy consumption



43°C ambient
Designed to operate efficiently in high ambient kitchens - up to 43°C



Helium leak tested
Guarantees system efficiency, reducing energy consumption



75mm polyurethane insulation
Low Global Warming Potential (GWP) and zero Ozone Depletion Potential (ODP)

*Jade HJC2 HDC : Independently tested and verified as Best in Class on the ECA's Energy Technology List



Sustainability

Ethically and environmentally sourced.

Sourced with integrity

Williams holds the environment accreditation ISO 14001 for the design, manufacture, installation and servicing of refrigeration products.

We 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.

As part of our Greenlogic programme we have reduced our supplier base by 66% since 2002, significantly reducing our products' carbon footprint.

Green Transport

When it comes to logistics, we minimise our transport's carbon footprint, not only with planned deliveries and full loads but also through investment in green transport technologies, such as transponders, GPS trackers, catalytic reduction and opticruise boxes.

Cradle to Grave

Williams is committed to looking after its products for their entire life. Our New Product Development is driven by our philosophy: reduce - reuse - recycle. 98% of every Williams product is recyclable.

Zero to Landfill

Williams continues to set new standards in greener manufacturing with its commitment to reducing packaging and waste.

Our initiatives have seen a 44% reduction in packaging and a 30% reduction in waste produced.

Site wide initiatives, combined with simple measures such as using waste paper from the offices to pack equipment have led us to achieve zero to landfill status.



60% of staff have worked at Williams for 10 years or more.

Our Colleagues

The life force of Williams

Employee Welfare

At Williams we understand that the workforce is our driving engine.

We think of ourselves as one big family, and we have achieved the Occupational Health and Safety Standard certification 18001:2007.

The strength of our community is reflected in the fact that so many of our staff stay with us for so long. 60% of employees at Kings Lynn have been with us for over 10 years, and 5% for over 30 years.

It's a level of dedication that speaks for itself.

Development

We understand that training and personal development are vital, not only to improve our workforce but also for staff wellbeing.

The majority of manufacturing staff are now qualified to at least NVQ Level 2.

The types of courses offered include performing manufacturing operations, forklift, brazing, welding, and administration.

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

Our Staff Community

At all our sites around the world we value close ties with local communities, we work hard to minimise our impact on the environment and we embrace the wellbeing of our workforce and the local community.

Our employee welfare extends to our staff's family through various social events and fun days.

Our links with the community are enhanced by our charity and sponsorship commitments to local issues and campaigns.



Williams in the community

Giving something back

Williams is proud to be an important part of the community and believes in giving back to the local area.

We support local schools through sponsorship, training programmes and arranging talks by industry-leading engineers.

We are also involved with numerous local charities across all our sites around the globe.

Local Schools

Young engineers at a local school are encouraged to learn and have fun while appreciating the energy and environmental issues we face. Williams supports their efforts through sponsorship, as part of our Greenlogic initiative.

Recently the youngsters took their place in the National Final of the 'Greenpower Electric Car Racing for Schools Competition' at Goodwood, driving the two aluminium cars designed and constructed at the school.

Local Charities

Williams are involved with many local charities, notably Reach for a Star in Kings Lynn.

Reach for a Star is a local charity that was founded by a Williams employee to support children facing life-altering, life-threatening or terminal medical conditions.

As part of the charity's fund-raising activities Williams has held raffles, run an in-house bake-off competition and sponsored a variety of events.



Design Excellence : Cool Technology

BREEAM®



www.williams-refrigeration.co.uk

Bryggen Road
North Lynn Industrial Estate
King's Lynn
Norfolk PE30 2HZ
T +44 (0) 1553 817 000
F +44 (0) 1553 817 111
E info@williams-refrigeration.co.uk