



[www.williams-refrigeration.com.hk](http://www.williams-refrigeration.com.hk)

an Ali Group Company



The Spirit of Excellence



Front-of-House Display Showcase Solutions



Williams Refrigeration

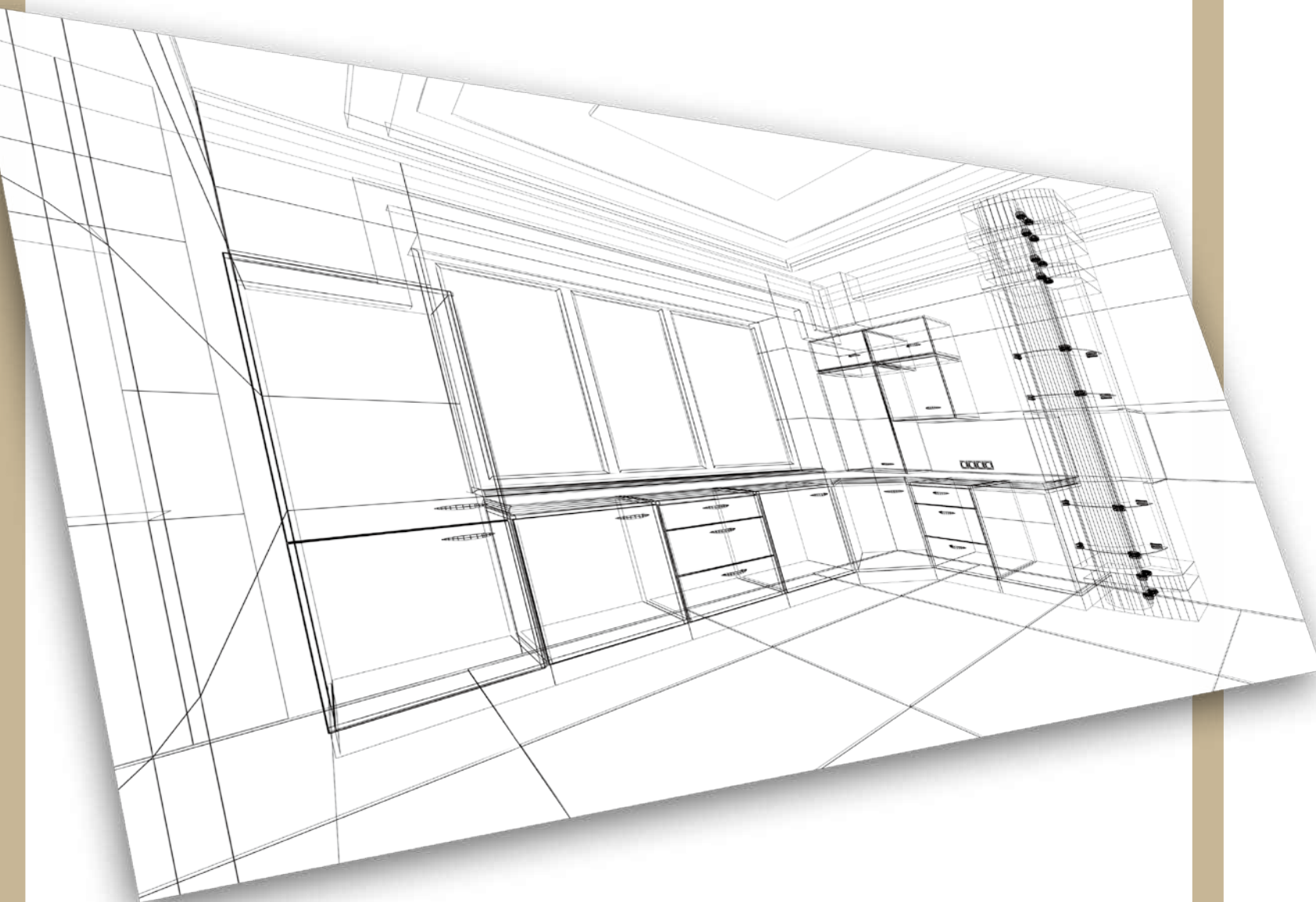
# Front-of-House

## Display Showcase Solutions



# Design Excellence Cool Technology

Williams Refrigeration is one of the world's leading designers and manufacturers of professional refrigeration equipment



## Index

**About Williams** 02

**Introduction** 06

**Front-of-House General Features** 08

**Cake Display Showcase** 10

**Sushi Display Showcase** 16

**Ice Cream Display Showcase** 22

**Jewellery Box Type Display Showcase** 28

**FOH Counter Refrigerator** 34

**Wine Display Tower** 40

**Deluxe Beverage Cooler** 46

**Upright Display Showcase** 52

**Ice Well, Cold Well, Frost Top** 58

**Reach-in Open Display Showcase** 64

**Stairway Display Showcase** 68

**Our Commitment - Greenlogic** 72

**Contact List** 73



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

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.



Innovative  
and Excellent  
Design



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.

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.



Energy and  
Environmental  
Awareness



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.



# Global Products, Local Service

## 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**.

## Production Plant in China

ISO9001:2008 (Quality Management System)  
ISO14001:2004 (Environment Management System)  
ISO22000:2005 (Food Safety Management System)  
OHSAS18001:2007 (Occupational Health & Safety Management System)  
QS (China Quality and Safety Mark)  
WCA (Workplace Conditions Assessment)



## 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 (International prestigious brands)
- Professional European Standard R&D testing laboratories

## 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.

## Our Products

CE, WEEE and RoHS  
CCC (China Compulsory Certification)  
SASO (Saudi Arabian Standard Organization Certification)  
KC (Korea Certification)

## International Production Plants

United Kingdom  
China  
Australia

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



Design Excellence : Cool Technology



# WILLIAMS REFRIGERATION – THE NAME SYNONYMOUS WITH QUALITY, PERFECTION AND RELIABILITY

Williams' commitment to innovation and continuous improvement has led them to be one of the world's leading manufacturers of commercial refrigeration. Working closely with users, engineers and designers, Williams has succeeded time and again in providing reliable, high quality refrigeration solutions to the market.

Now Williams has succeeded in providing a whole range of products to meet the growing demand for high quality Front of House refrigerated display.

The range is not limited to products outlined in the following pages. We can provide a solution for visually any application, tailored to suit varying temperatures, materials, colours and orientation, and to fit almost any footprint. So, whatever your application is, talk to Williams!

The new display range is a well balance of aesthetics and functionality, incorporating Williams superior refrigeration technology with specialised features such as ultra-clear glass, V-cut bendings and invisible handles.





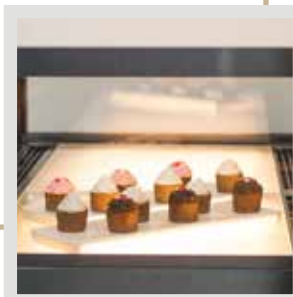
# Front-of-House General Features



1 Superior V-cut bending for all visible bendings including louvre



2 Internal warm white (2700K) or cool white (4000K) LED lighting with diffuser



3 Foodsafe 304 grade colour stainless steel exterior and interior



4 Invisible designed door handle with balloon type magnetic gasket



6 Frameless 45° mitre joint for top and front glasses to enhance visibility



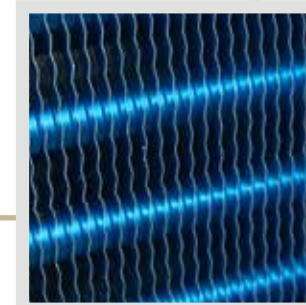
8 Efficient forced air flow to keep the expected foodsafe temperature



5 Anti-condensation double layer ultra-clear toughened heated glass



7 Hydrophilic coated aluminium evaporator ensures the high corrosion resistance properties



9 High density insulation foam with zero ODP and low GWP to provides excellent thermal efficiency and is environmental-friendly

10 Easy-operating digital controller features with clear digital display and fail-safe performance





## Cake Display Showcase

People love to indulge in delicious cakes due to the good taste and sophisticated look. Chefs produce cakes with artistic talent. People often shop with their eyes. A well-designed cake display showcase always enhance the appearance.





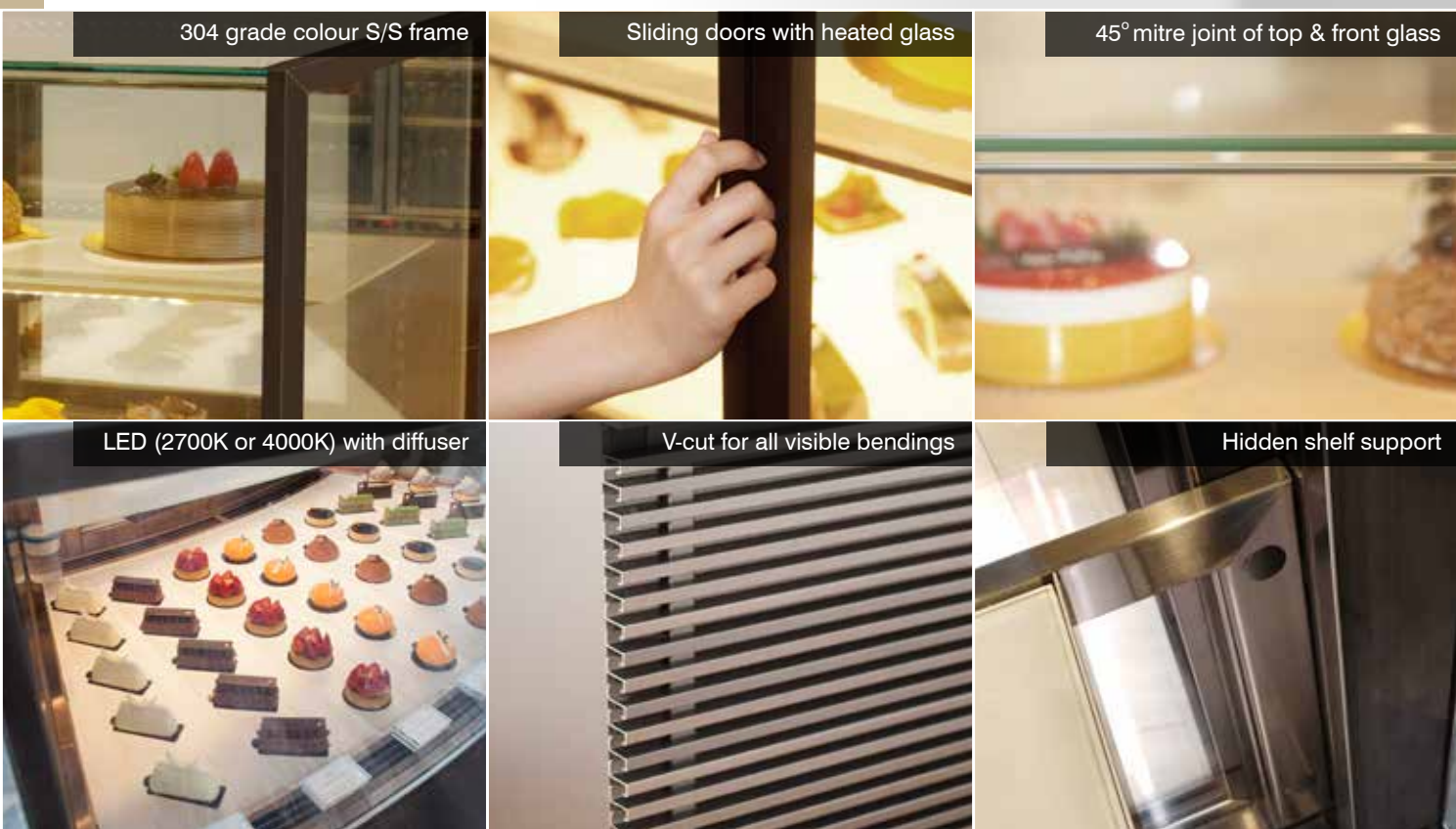
# 1 2 3 4 CAKE-U-1500-HG(D700)

1 Model	CAKE (Cake Display Refrigeration)
2 Condensing unit & louver type	U (Self-contained with V-cut bending louver) B (Self-contained with stand) R (Remote)
3 Width	900 (900mm), 1200 (1200mm), 1500 (1500mm), 1800 (1800mm)
4 Configuration	HG (Double layer ultra-clear toughened heated glass) D700 (700mm depth) C (Curved front glass)



**Glass Case Height**  
 Rectangular : 530 mm  
 Curved : 750 mm

## Cake Display Showcase



Model	External Dim. (mm)
CAKE-U-900-HG	900x850x1100H
CAKE-U-900-HG(D700)	900x700x1100H
CAKE-U-900-HG-C	900x700x1400H
CAKE-U-1200-HG	1200x850x1100H
CAKE-U-1200-HG(D700)	1200x700x1100H
CAKE-U-1200-HG-C	1200x700x1400H
CAKE-U-1500-HG	1500x850x1100H
CAKE-U-1500-HG(D700)	1500x700x1100H
CAKE-U-1500-HG-C	1500x700x1400H
CAKE-U-1800-HG	1800x850x1100H
CAKE-U-1800-HG(D700)	1800x700x1100H
CAKE-U-1800-HG-C	1800x700x1400H

\* Custom-made size is available

**Temperature Range (°C)**  
 +5 / +8





Inevitable attraction to pastry lovers

## Cake Display Reference







## Sushi Display Showcase

Combined the sleek design and excellent cooling performance, the showcase keeps the sashimi or sushi fresh and also work up an appetite.



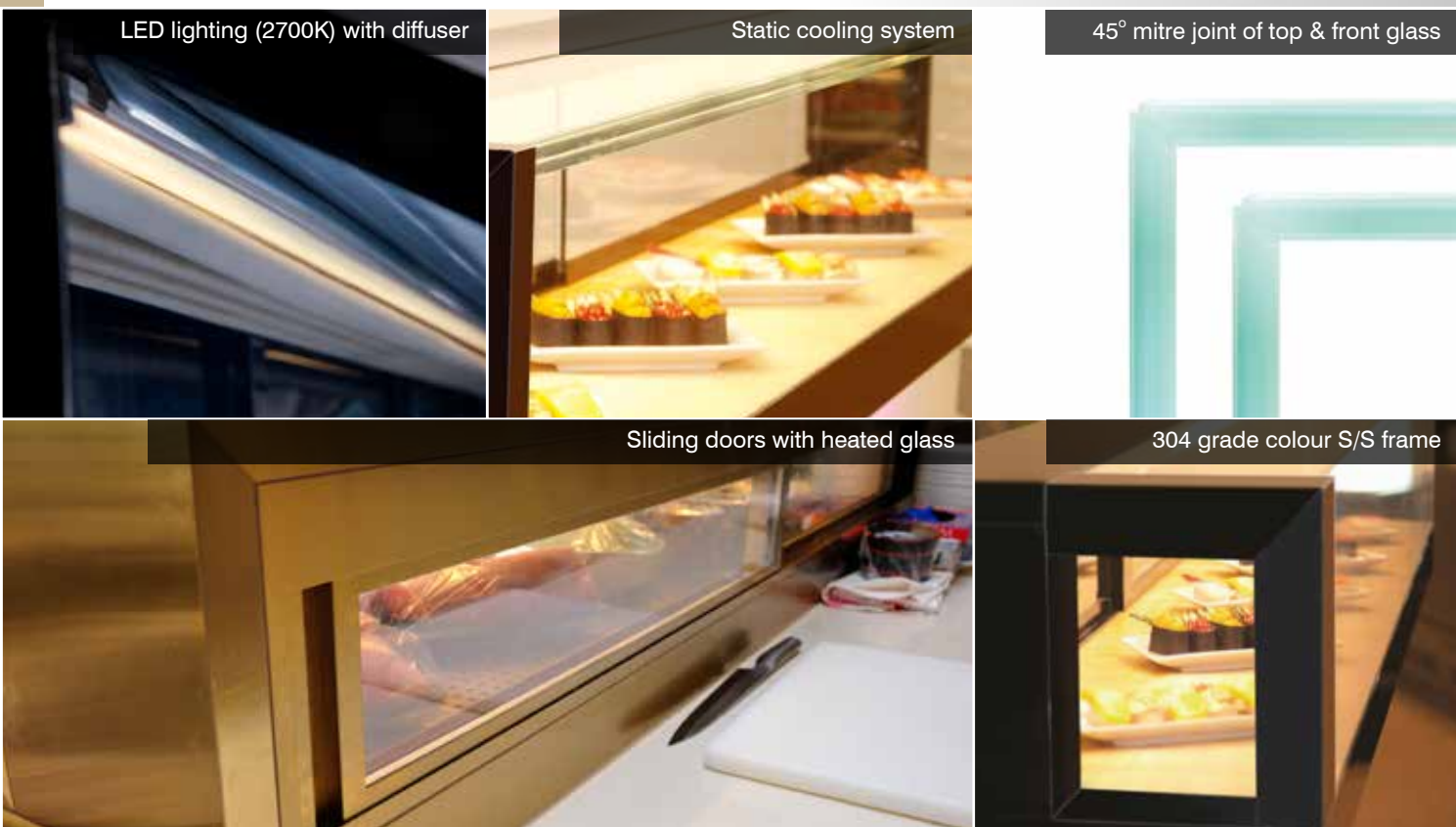


# SUS-R-1500-HG

1 Model	SUS (Sushi Display Refrigeration)
2 Condensing unit & louver type	R (Remote) B (Self-contained with stand)
3 Width	1200 (1200mm), 1500 (1500mm), 1800 (1800mm)
4 Configuration	HG (Double layer ultra-clear toughened heated glass)



## Sushi Display Showcase (19ømm drainage)



Model	External Dim. (mm)
SUS-R-1200-HG	1200x350x325H
SUS-B-1200-HG	1200x350x825H
SUS-R-1500-HG	1500x350x325H
SUS-B-1500-HG	1500x350x825H
SUS-R-1800-HG	1800x350x325H
SUS-B-1800-HG	1800x350x825H

Temperature  
Range (°C)

+1  
+4

\* Custom-made size is available



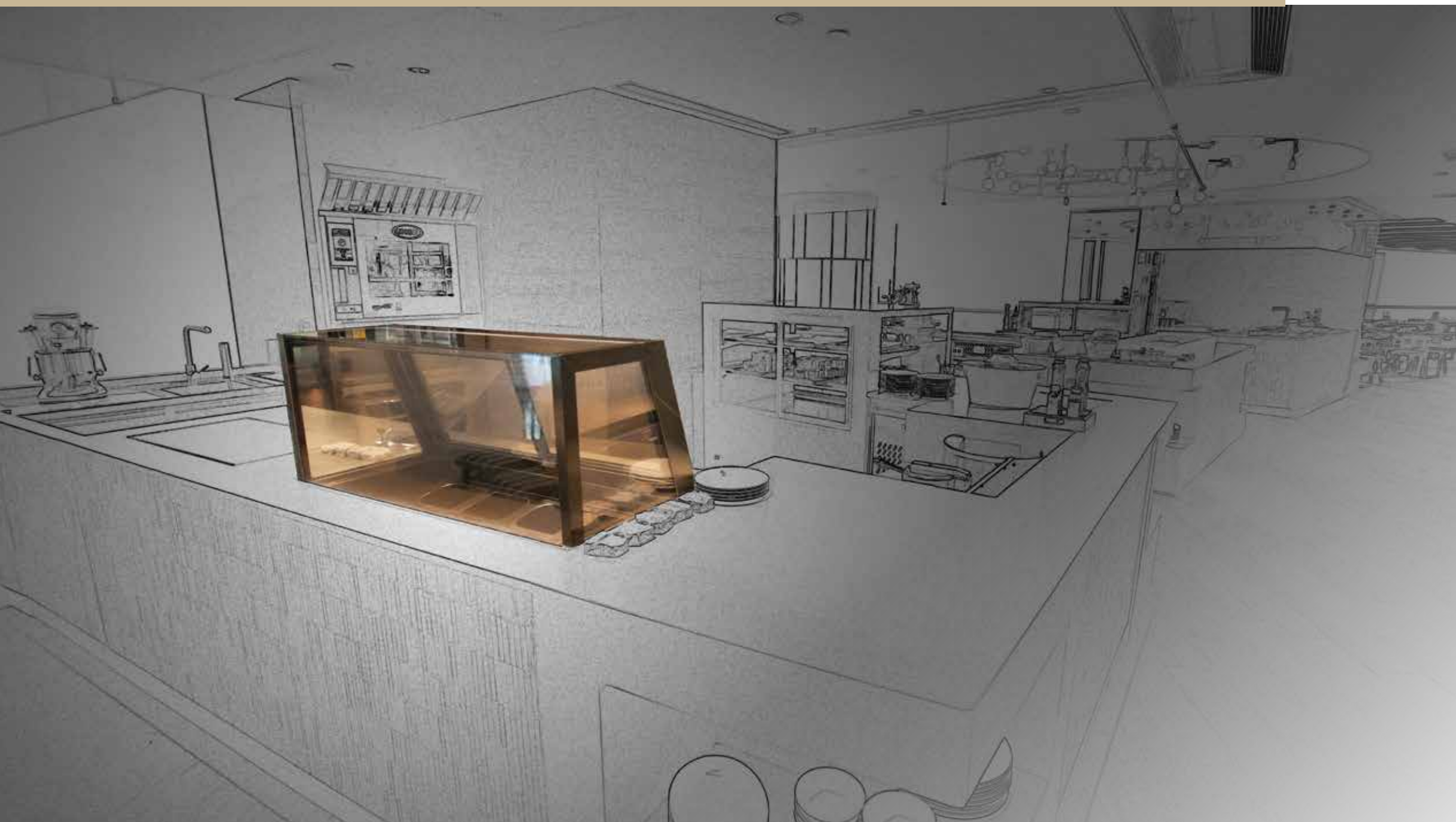


Functionality blended with aesthetic exterior

## Sushi Display Reference







## Ice Cream Display Showcase

Quality ingredients plus professional craftsmanship to make the delicious ice cream, contemporary design plus reliable cooling performance to display the irresistible ice cream.



1234  
IC-U-1200-HG

1 Model	IC (Ice Cream Display Refrigeration)
2 Condensing unit & louver type	U (Self-contained with V-cut bending louver) B (Self-contained with stand) R (Remote)
3 Width	900 (900mm), 1200 (1200mm)
4 Configuration	HG (Double layer ultra-clear toughened heated glass) C (Curved front glass)



**Glass Case Height**  
Rectangular : 380 mm  
Curved : 750 mm

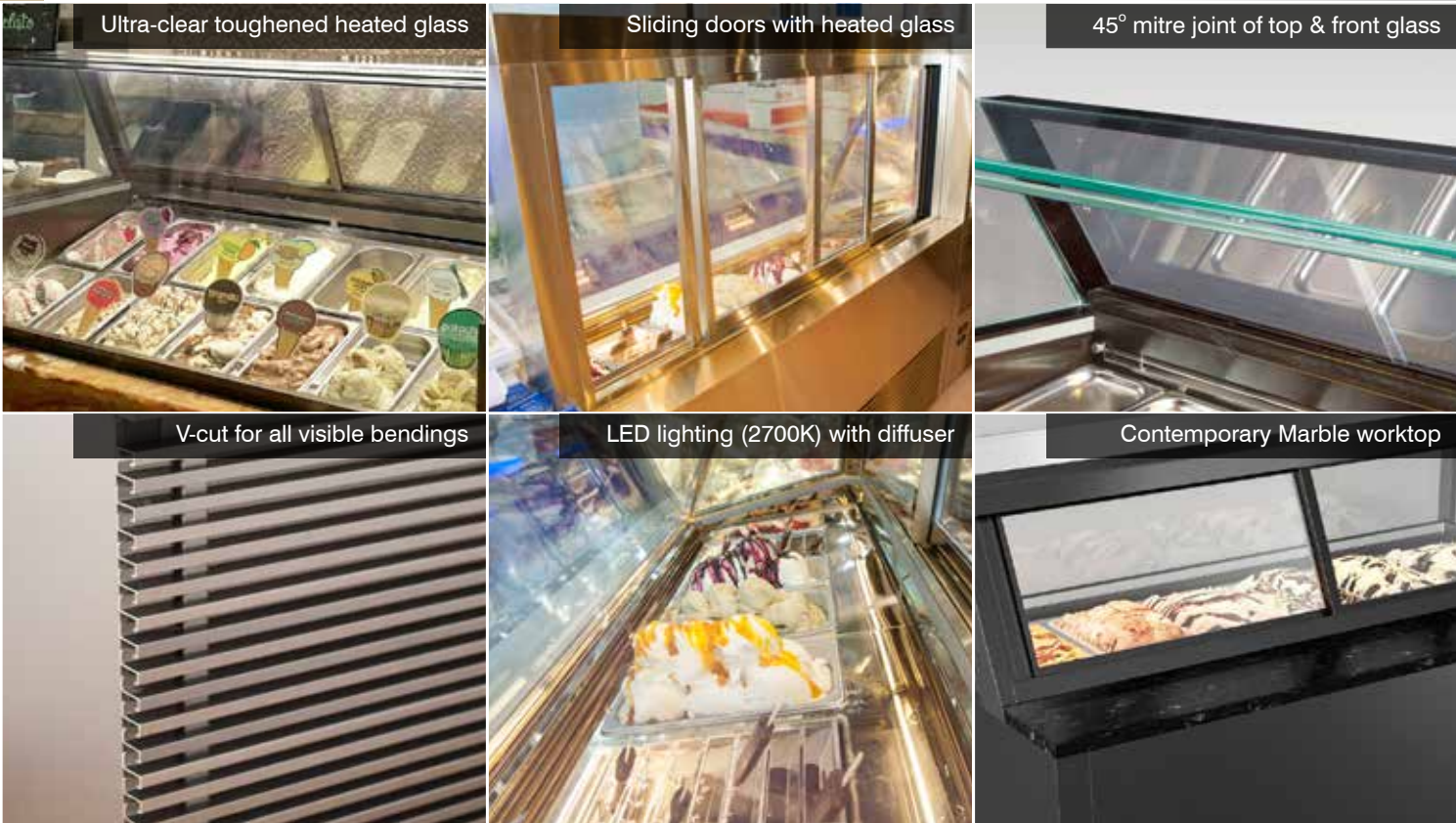
Ice Cream Display Showcase

Model	External Dim. (mm)
IC-U-900-HG	900x700x1140H
IC-U-900-HG-C	900x700x1400H
IC-B-900-HG	900x700x1140H
IC-B-900-HG-C	900x700x1400H
IC-R-900-HG	900x700x800H
IC-R-900-HG-C	900x700x1000H
IC-U-1200-HG	1200x700x1140H
IC-U-1200-HG-C	1200x700x1400H
IC-B-1200-HG	1200x700x1140H
IC-B-1200-HG-C	1200x700x1400H
IC-R-1200-HG	1200x700x800H
IC-R-1200-HG-C	1200x700x1000H

\* Custom-made size is available

**Temperature Range (°C)**

**-18 / -20**







Irresistible to ice cream enthusiasts all over the world

## Ice Cream Display Reference







## Jewellery Box Type Display Showcase

Inspired by the jewellery shop and high-end fashion boutiques, the jewellery box type display showcase is perfect for gorgeous creations especially for pastries and chocolates.





<sup>1</sup>JB-<sup>2</sup>U-<sup>3</sup>1200-<sup>4</sup>HG

<b>1</b> Model	JB (Jewellery Box Type Display Refrigeration)
<b>2</b> Condensing unit & louver type	U (Self-contained with V-cut bending louver) B (Self-contained with stand) R (Remote)
<b>3</b> Width	600 (600mm), 1200 (1200mm)
<b>4</b> Configuration	HG (Double layer ultra-clear toughened heated glass)



Glass Case Height : 300 mm

# Jewellery Box Type Display Showcase

Model	External Dim. (mm)
JB-U-600-HG	600x700x1100H
JB-B-600-HG	600x700x1100H
JB-R-600-HG	600x700x560H
JB-U-1200-HG	1200x700x1100H
JB-B-1200-HG	1200x700x1100H
JB-R-1200-HG	1200x700x560H

Temperature Range (°C)

Chocolate  
**+12 / +16**

Cake  
**+5 / +8**

Above configurations for selection



\* Custom-made size is available





Indulges the pastry & chocolate lovers

## Jewellery Box Type Display Reference







## FOH Counter Refrigerator

Sleek refrigeration counter design enhances your stylish open kitchen concept and blends with your interior design perfectly.





<sup>1</sup>FOH-<sup>2</sup>2<sup>3</sup>U-<sup>4</sup>XDD

<b>1 Model</b>	FOH (Front-of-House Counter Refrigerator) FOH(L) (Front-of-House Counter Freezer)
<b>2 No. of compartments</b>	Self-contained - 1 (1036Wmm), 2 (1549Wmm), 3 (2062Wmm) Remote - 1 (508Wmm), 2 (1036Wmm), 3 (1594Wmm)
<b>3 Condensing unit &amp; louver type</b>	U (Self-contained with V-cut bending louver) R (Remote)
<b>4 Configuration</b>	D660 (660mm counter depth) X (Location of condensing unit) D (Door) N (2 drawers bank) W (3 drawers bank)



# FOH Counter Refrigerator

(19ømm drainage for remote type)

Equal width of compartments



Invisible handle design



Cassette type condensing unit



V-cut for all visible bendings



V-cut bending louver



Hidden evaporator (remote type)



Model	External Dim. (mm)
FOH-1U	1036x750x750H
FOH(L)-1U	1036x750x750H
FOH-1R	508x750x750H
FOH(L)-1R	508x750x750H
FOH-2U	1549x750x750H
FOH(L)-2U	1549x750x750H
FOH-2R	1036x750x750H
FOH(L)-2R	1036x750x750H
FOH-3U	2062x750x750H
FOH(L)-3U	2062x750x750H
FOH-3R	1549x750x750H
FOH(L)-3R	1549x750x750H

\* Custom-made size is available

Temperature  
Range (°C)

+1 / +4





Embodies practicality and performance excellence

## FOH Counter Reference







## Wine Display Tower

A sophisticated and stylish wine display tower enhances the ambiance of fine dining area and makes the dining experience perfect.



<sup>1</sup>WT-<sup>2</sup>HD-<sup>3</sup>1500-<sup>4</sup>I

<b>1</b> Model	WT (Wine Display Tower)
<b>2</b> Door type	HD (Hinged door)
<b>3</b> Width	750 (750mm), 1500 (1500mm)
<b>4</b> Depth	I (700mm depth with two-sided wine displaying)



# Wine Display Tower



Model	External Dim. (mm)
WT-HD-750	750X500X2700H
WT-HD-750-I	750X700X2700H
WT-HD-1500	1500X500X2700H
WT-HD-1500-I	1500X700X2700H

Temperature  
Range (°C)

Red Wine

+12/+16

White Wine

+9/+12

Champagne

+4/+9

Above configurations  
for selection

Full length ultra-clear heated glass

Optimized internal humidity

LED (2700K) with diffuser for each level

V-cut for all visible bendings

Invisible door handle design

Removable top evaporator part

\* Custom-made size is available



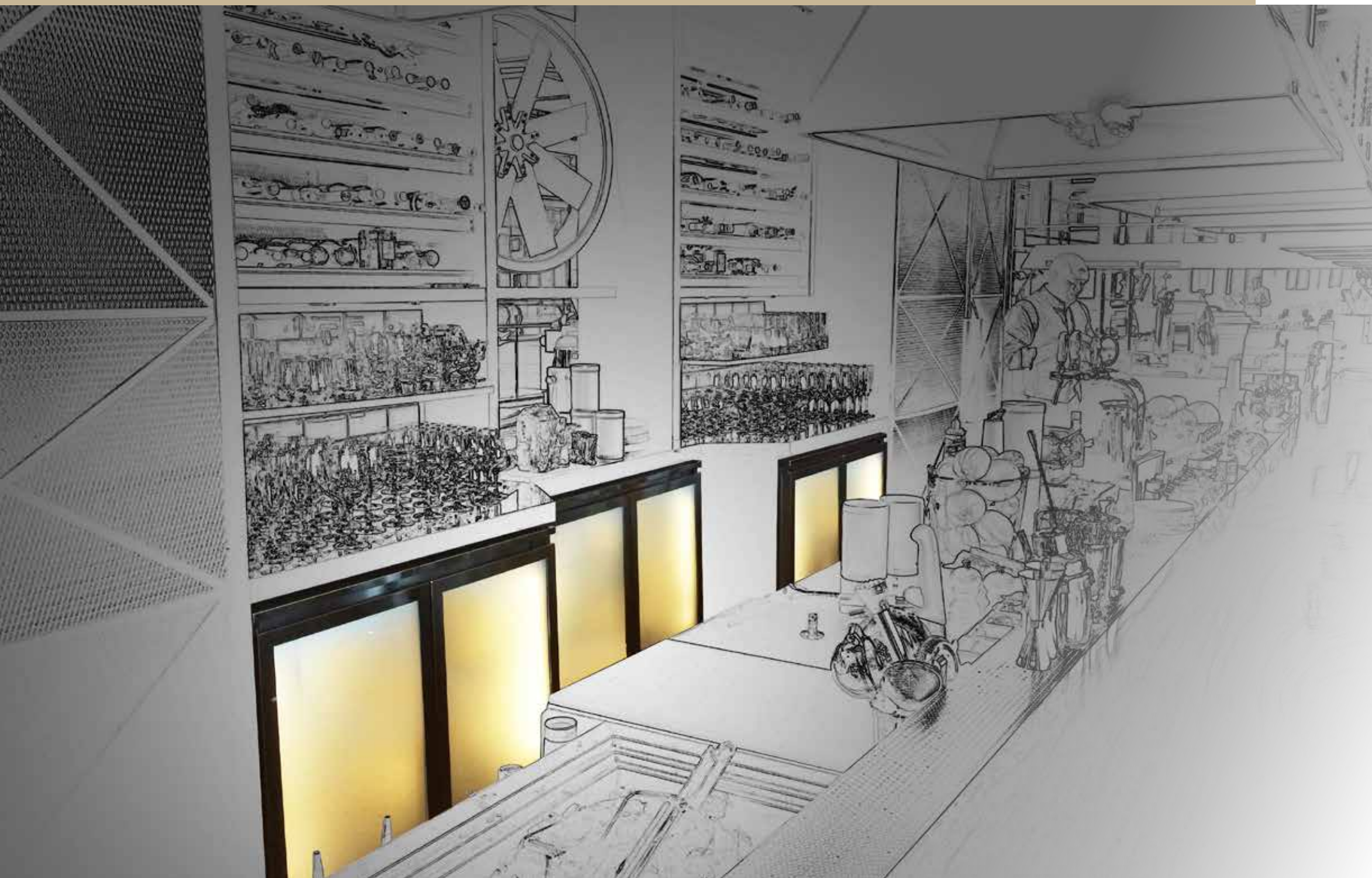


Display wine in spectacular way

## Wine Display Reference







# Deluxe Beverage Cooler

Superior design beverage display mixed with the interior of executive lounge bar to create unique and stylish ambiance for your guests.



<sup>1</sup>  
DBC-<sup>2</sup>  
2

<sup>1</sup> Model	DBC (Deluxe Beverage Cooler) DBW (Wall-mounted Deluxe Beverage Cooler)
<sup>2</sup> No. of compartments	1, 2, 3



DBW



DBC

# Deluxe Beverage Cooler

Ultra-clear toughened heated glass

304 grade S/S table top (DBC only)

Invisible door handle

Warm white LED lighting (2700K)

Stylish ventilation skirting (DBC only)

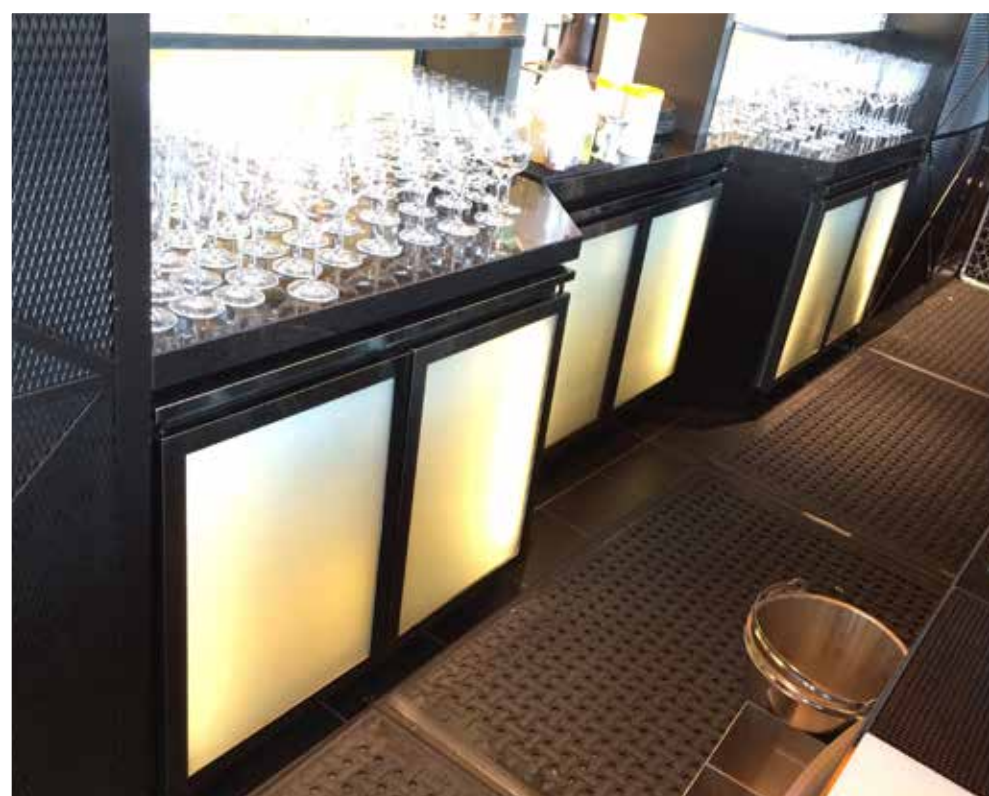
Adjustable perforated 304 S/S shelf

Model	External Dim. (mm)
DBC-1	600x600x800H
DBC-2	900x600x800H
DBC-3	1352x600x800H
DBW-1	600x450x835H
DBW-2	900x450x835H
DBW-3	1352x450x835H

Temperature  
Range (°C)  
**+4 / +10**

\* Custom-made size is available





Designed especially for executive lounge bar

## Deluxe Beverage Reference







## Upright Display Showcase

Fresh and quality ingredients are not limited to storage in back kitchen. Showing to public is another choice now!





# FOH-UP-1T

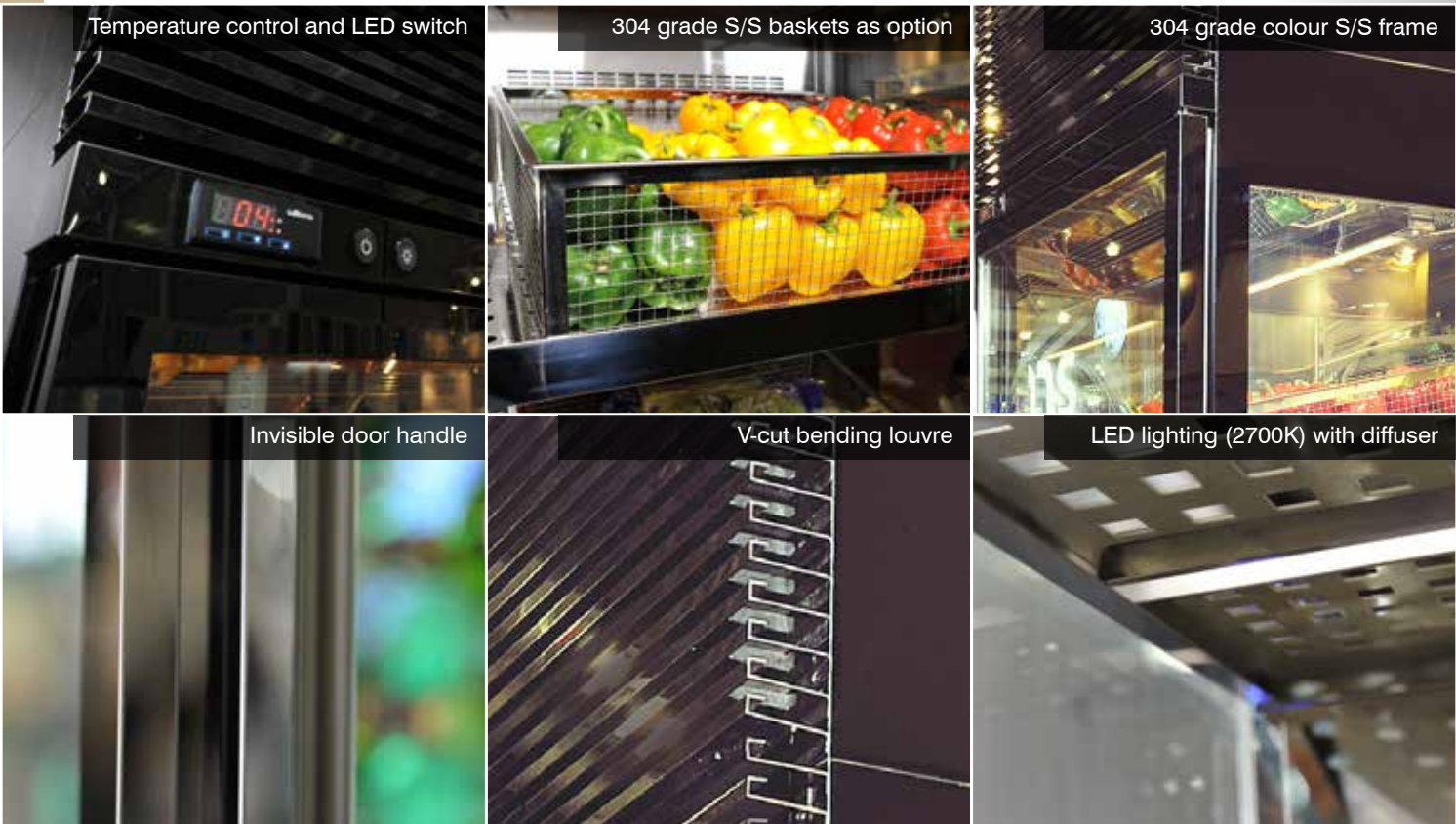
1 Model	FOH-UP (Front-of-House Upright Display Refrigeration)
2 Configuration	1T (1 door and 750Wmm) 2T (2 doors and 1500Wmm)

## Upright Display Showcase



Fitted with optional stainless steel baskets with removable slanted shelves

Model	External Dim. (mm)
FOH-UP-1T	750x800x2400H
FOH-UP-2T	1500x800x2400H



Temperature Range (°C)  
**+1 / +4**

\* Custom-made size is available





Perfect combination of functionality and display purpose

## Upright Display Reference







# **Ice Well** **Cold Well** **Frost Top**

Functional refrigeration equipment allows varied unique interior design for buffet area and restaurants along with easy operation.





<sup>1</sup>CW-<sup>2</sup>900.<sup>3</sup>600<sup>4</sup>(H180)

<b>1</b> Model	IW (Ice Well) CW (Cold Well) FT (Frost Top)
<b>2</b> Width	900 (900mm), 1200 (1200mm), 1500 (1500mm)
<b>3</b> Depth	450 (450mm), 600 (600mm)
<b>4</b> Internal Height (cold well only)	H180 (180mm), H230 (230mm)

**Ice Well** (25ømm drainage)  
**Cold Well** (19ømm drainage)  
**Frost Top** (19ømm drainage)



(Images are remote type, standard models are self-contained with stand)

Model	External Dim. (mm)
IW-900.600	900x600x800H (incl. 600Hmm stand)
IW-1200.600	1200x600x800H (incl. 600Hmm stand)
IW-1500.600	1500x600x800H (incl. 600Hmm stand)
CW-900.600(H180)	900x600x800H (incl. 400Hmm stand)
CW-900.600(H230)	900x600x850H (incl. 400Hmm stand)
CW-1200.600(H180)	1200x600x800H (incl. 400Hmm stand)
CW-1200.600(H230)	1200x600x850H (incl. 400Hmm stand)
CW-1500.600(H180)	1500x600x800H (incl. 400Hmm stand)
CW-1500.600(H230)	1500x600x850H (incl. 400Hmm stand)
FT-900.450	900x450x566H (incl. 466Hmm stand)
FT-900.600	900x600x566H (incl. 466Hmm stand)
FT-1200.450	1200x450x566H (incl. 466Hmm stand)
FT-1200.600	1200x600x566H (incl. 466Hmm stand)
FT-1500.450	1500x450x566H (incl. 466Hmm stand)
FT-1500.600	1500x600x566H (incl. 466Hmm stand)

\* Custom-made size is available

Temperature  
Range (°C)

Ice Well  
+4 / +10

Cold Well  
+5 / +9

Frost Top  
-2 / -6

(IW) 2700K waterproof LED

(CW) 304 S/S perforated shelves

(FT) Static cooling system

(IW) Acrylic base act as light diffuser

(CW) Warm white LED lighting (2700K)

(FT) 19ømm drainage



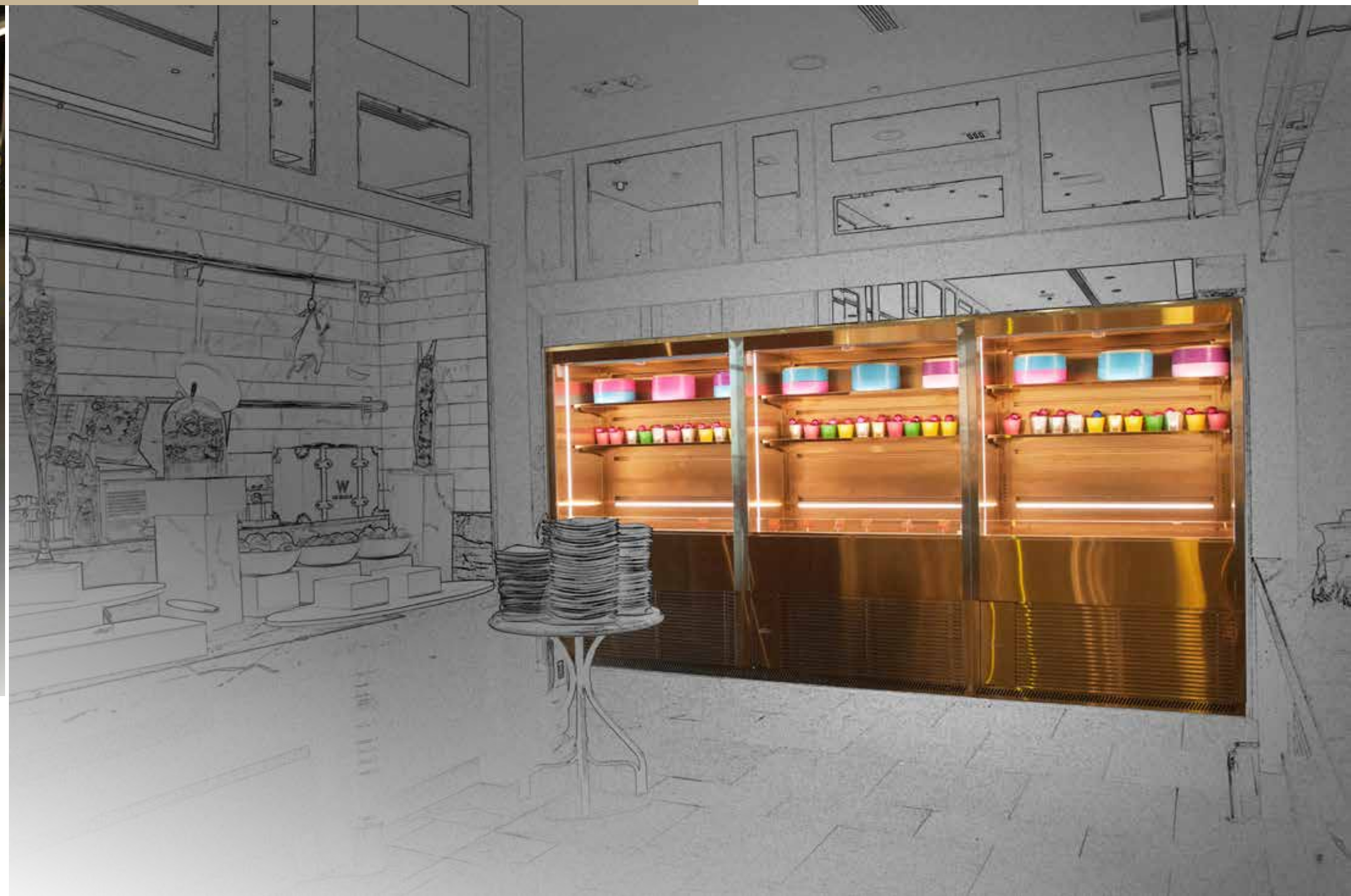


Designed for indulgent buffet area

# IW, CW & FT Reference







## Reach-in Open Display Refrigerator

Number of dishes selection is important to a buffet area other than the food quality. Reach-in open display is an effective way to raise the offers of dishes for customers and also to minimise the space restructuring.





Efficient air flow design



Fitted with night blind

<sup>1</sup> OD - <sup>2</sup> R - <sup>3</sup> 1200

<sup>1</sup> Model	OD (Reach-in Open Display Refrigeration)
<sup>2</sup> Condensing unit	R (Remote) U (Self-contained with V-cut bending louvre)
<sup>3</sup> Width	900 (900mm), 1200 (1200mm), 1500 (1500mm)



# Reach-in Open Display Refrigerator

(19ømm drainage)

Model	External Dim. (mm)
OD-R-900	900x650x1800H
OD-R-1200	1200x650x1800H
OD-R-1500	1500x650x1800H

\* Custom-made size is available

Temperature Range (°C)

+8 / +12



Fitted with ID cladding



Fitted with ID cladding

Same space, wider choice

## Reach-in Open Display Reference





## Stairway Display Refrigerator

Foodies love to see the picture full of tasty foods. The stairway type presentation allows the dishes arranged in a clear and attractive way to everyone.







V-cut bending louvre



Forced air louvre at front

<sup>1</sup>SD-<sup>2</sup>U-<sup>3</sup>1200

<sup>1</sup> Model	SD (Stairway Display Refrigeration)
<sup>2</sup> Condensing unit & louvre type	U (Self-contained with V-cut bending louvre) R (Remote)
<sup>3</sup> Width	1200 (1200mm), 1500 (1500mm), 1800 (1800mm)



Standard with 16mm thick corian cladding by Williams

# Stairway Display Refrigerator

Model	External Dim. (mm)
SD-U-1200	1200x900x1200H
SD-U-1500	1500x900x1200H
SD-U-1800	1800x900x1200H

\* Custom-made size is available

Temperature  
Range (°C)

+5/+8



Fitted with ID cladding



Fitted with ID cladding

Fully visible to different foodies

## Stairway Display Reference





## 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 of 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](http://www.greenlogic.info)

## 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](mailto:info@williams-refrigeration.co.uk)  
W [www.williams-refrigeration.co.uk](http://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](mailto:sales@williams-hongkong.com)  
W [www.williams-refrigeration.com.hk](http://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](mailto:sales.service@williams-shanghai.com.cn)  
W [cn.williams-refrigeration.com.hk](http://cn.williams-refrigeration.com.hk)

### Dubai Office

P.O. Box 118669, 19th Floor, Crown Plaza Commercial Tower,  
Sheikh Zayed Road, Dubai, United Arab Emirates  
T (971) 4 3117145  
F (971) 4 3328871  
E [sales@williamsdubai.ae](mailto:sales@williamsdubai.ae)

### 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](mailto:sales@williamsref.com.au)  
W [www.williams-refrigeration.com.au](http://www.williams-refrigeration.com.au)



Allow adequate space for maintenance and ventilation. All refrigeration equipment requires adequate ventilation for efficient and effective performance, avoids direct sunlight and extreme temperature environment. Williams reserve the right to modify design, materials and finish in accordance with its progressive development policy.