



www.williams-refrigeration.com.hk

an Ali Group Company



The Spirit of Excellence



Front-of-House Display Showcase Solutions



Williams Refrigeration

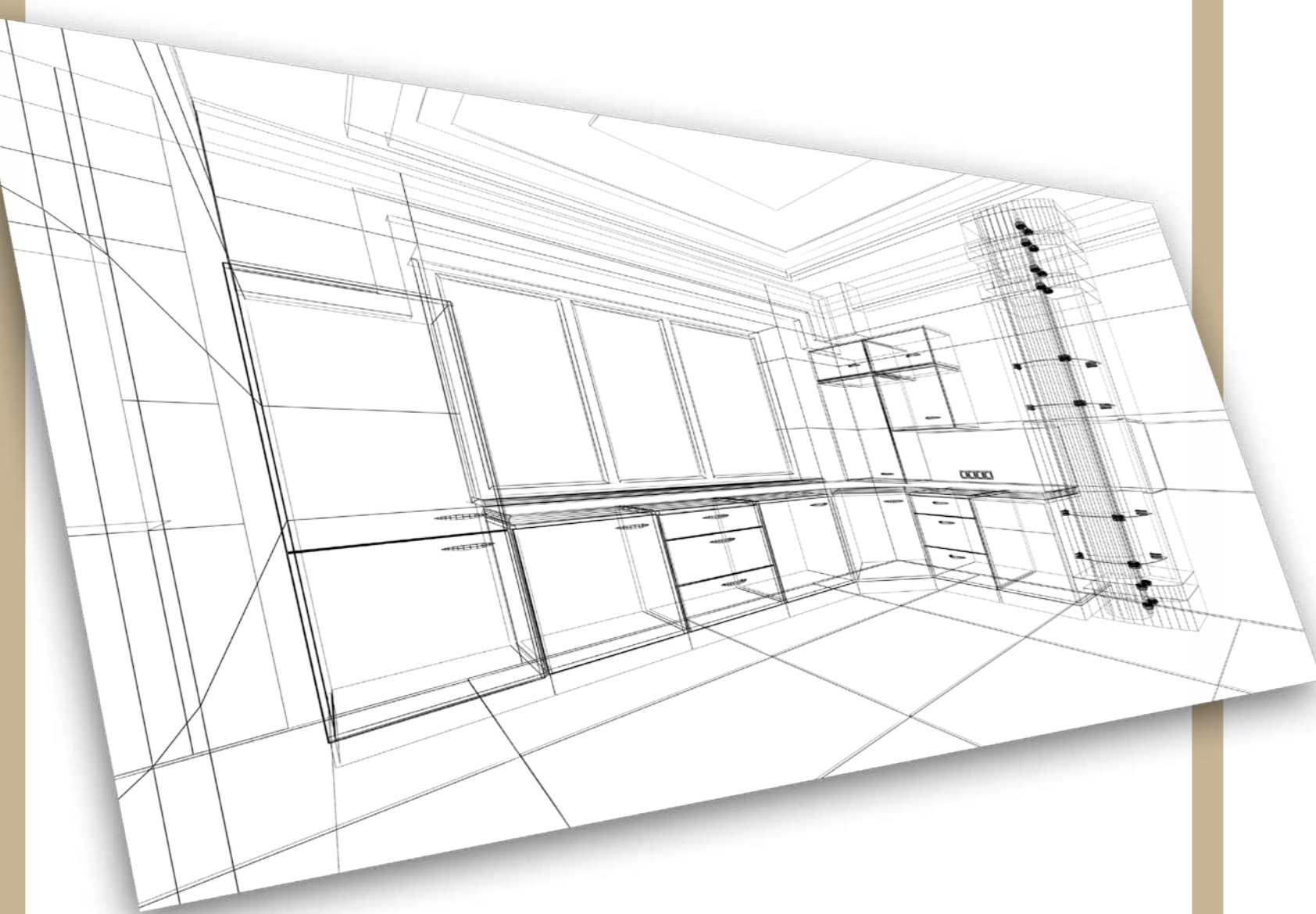
Front-of-House

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



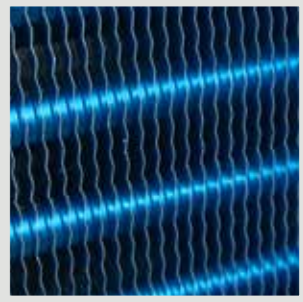
8 Efficient forced air flow to keep the expected foodsafe temperature



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.



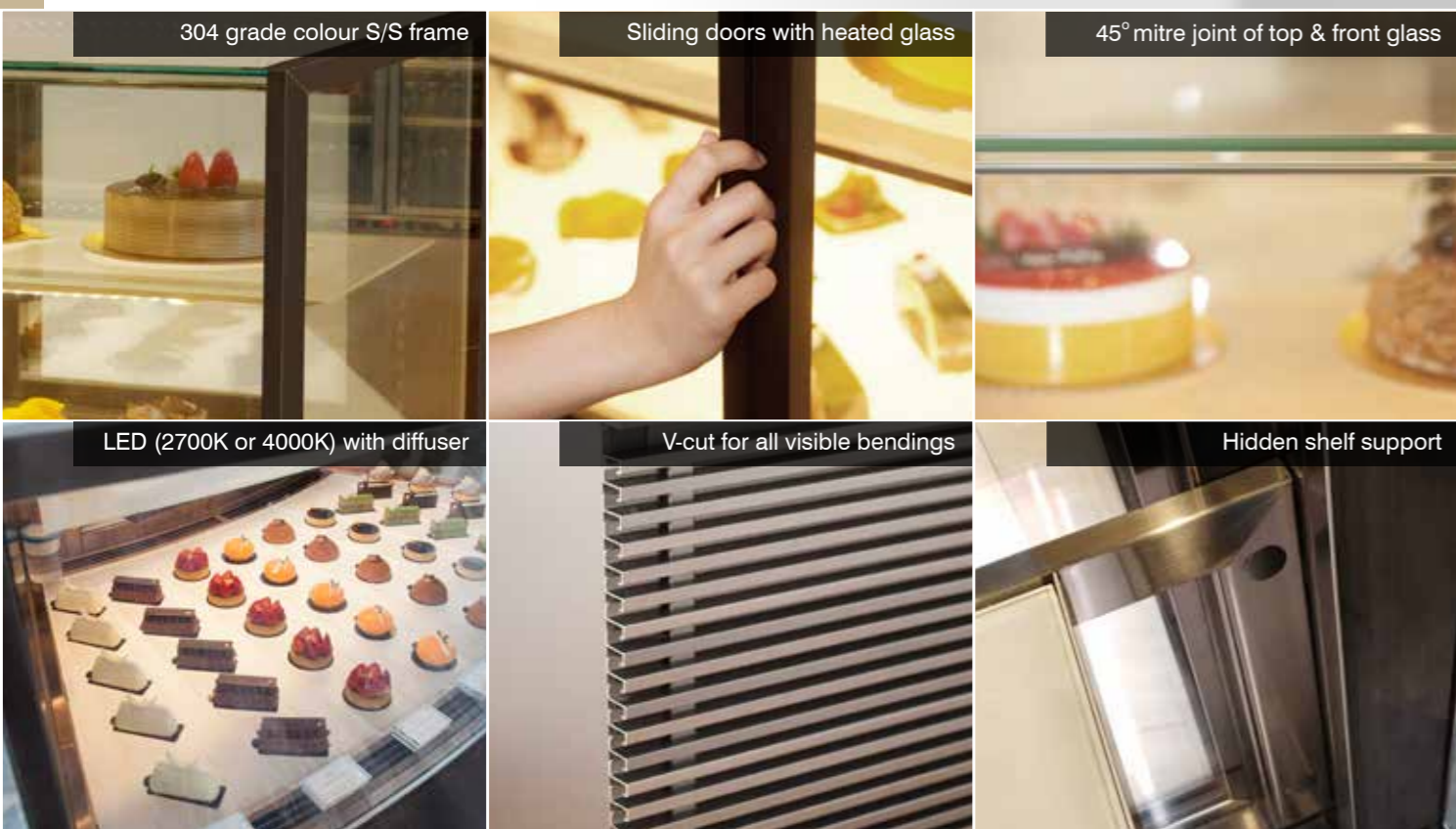
1 2 3 4 CAKE-U-1500-HG(D700)

| | |
|---------------------------------|--|
| 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.

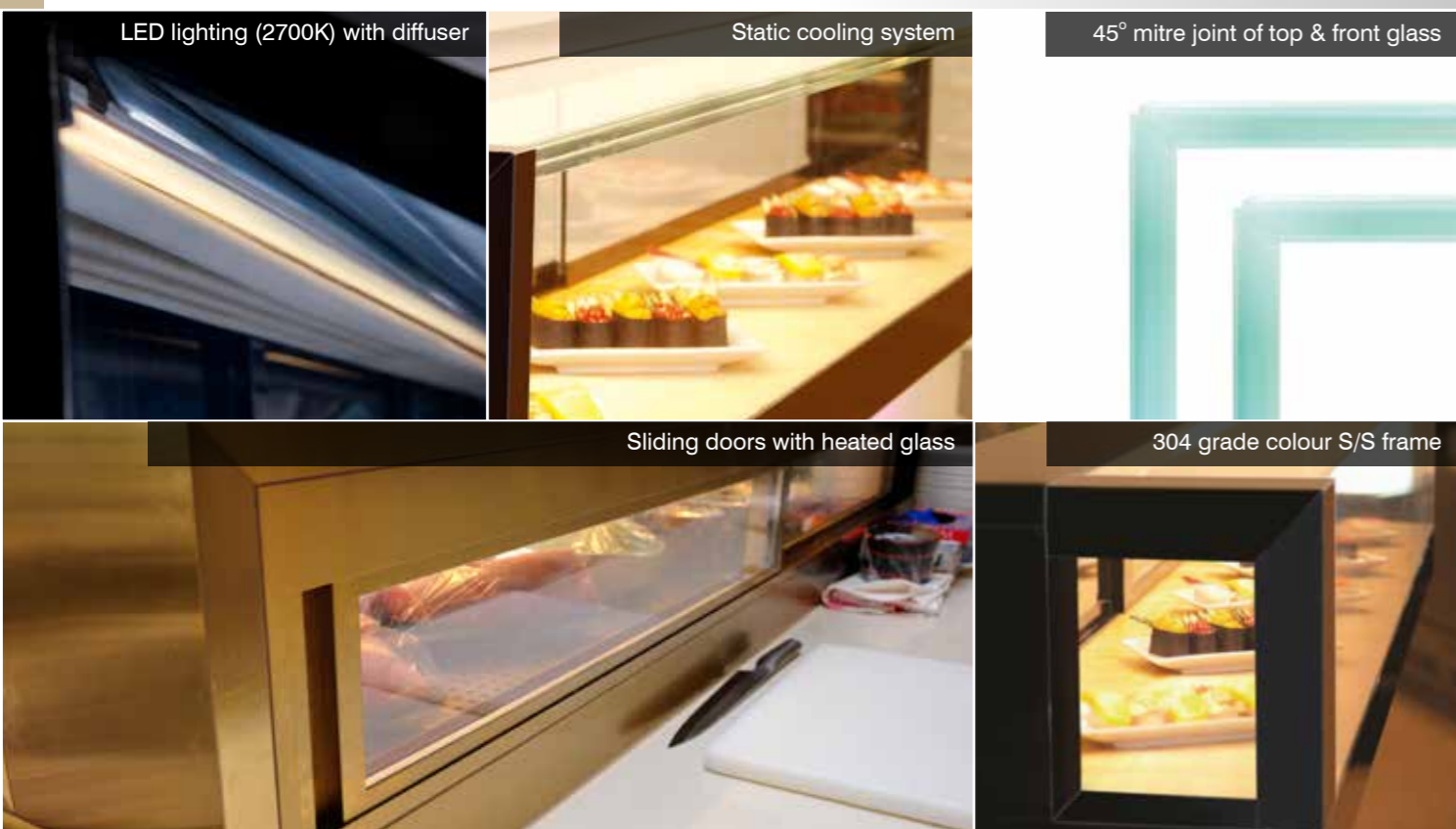


SUS-R-1500-HG

| | |
|---------------------------------|--|
| 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

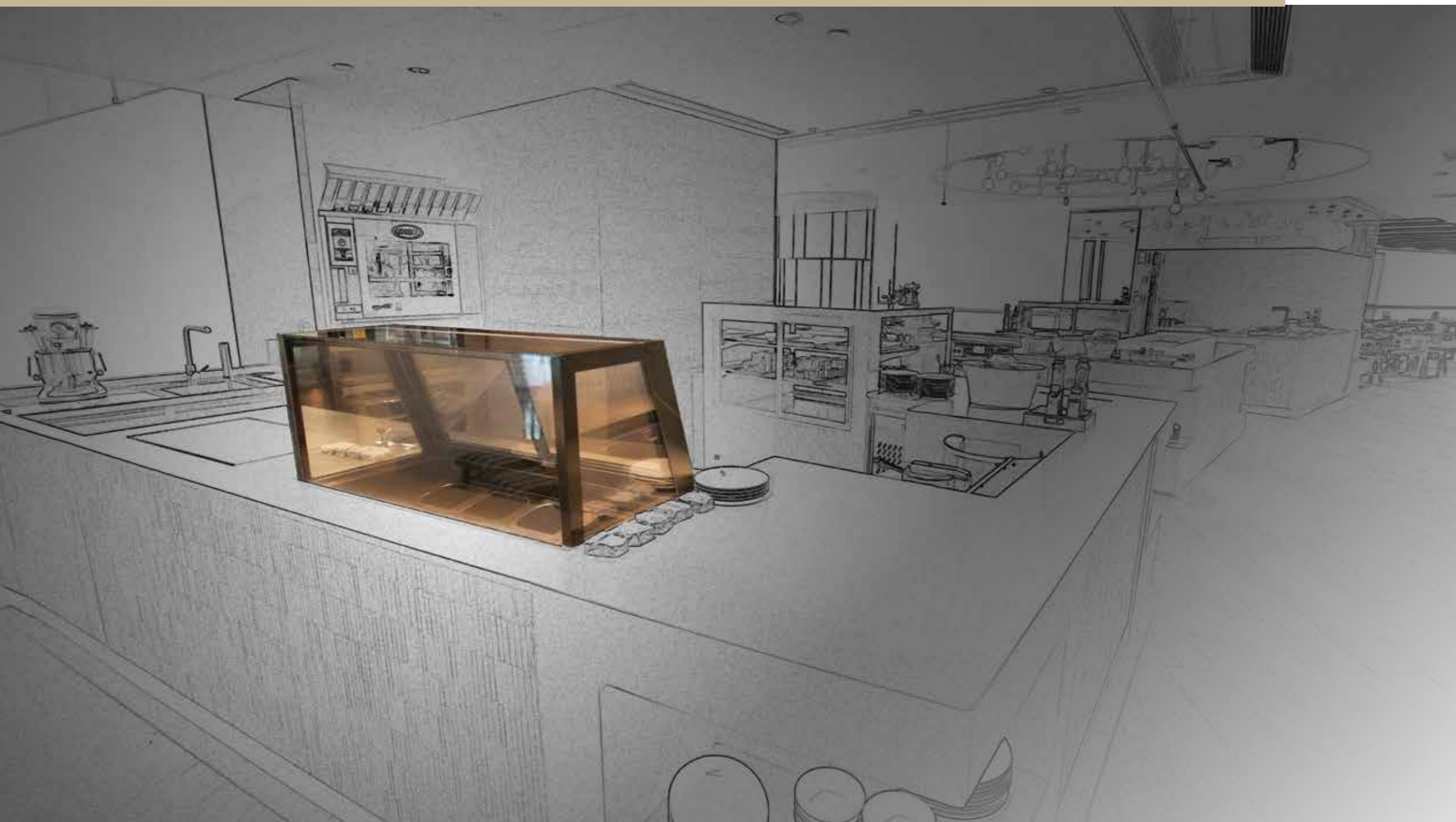
* Custom-made size is available



Functionality blended with aesthetic exterior

Sushi Display Reference



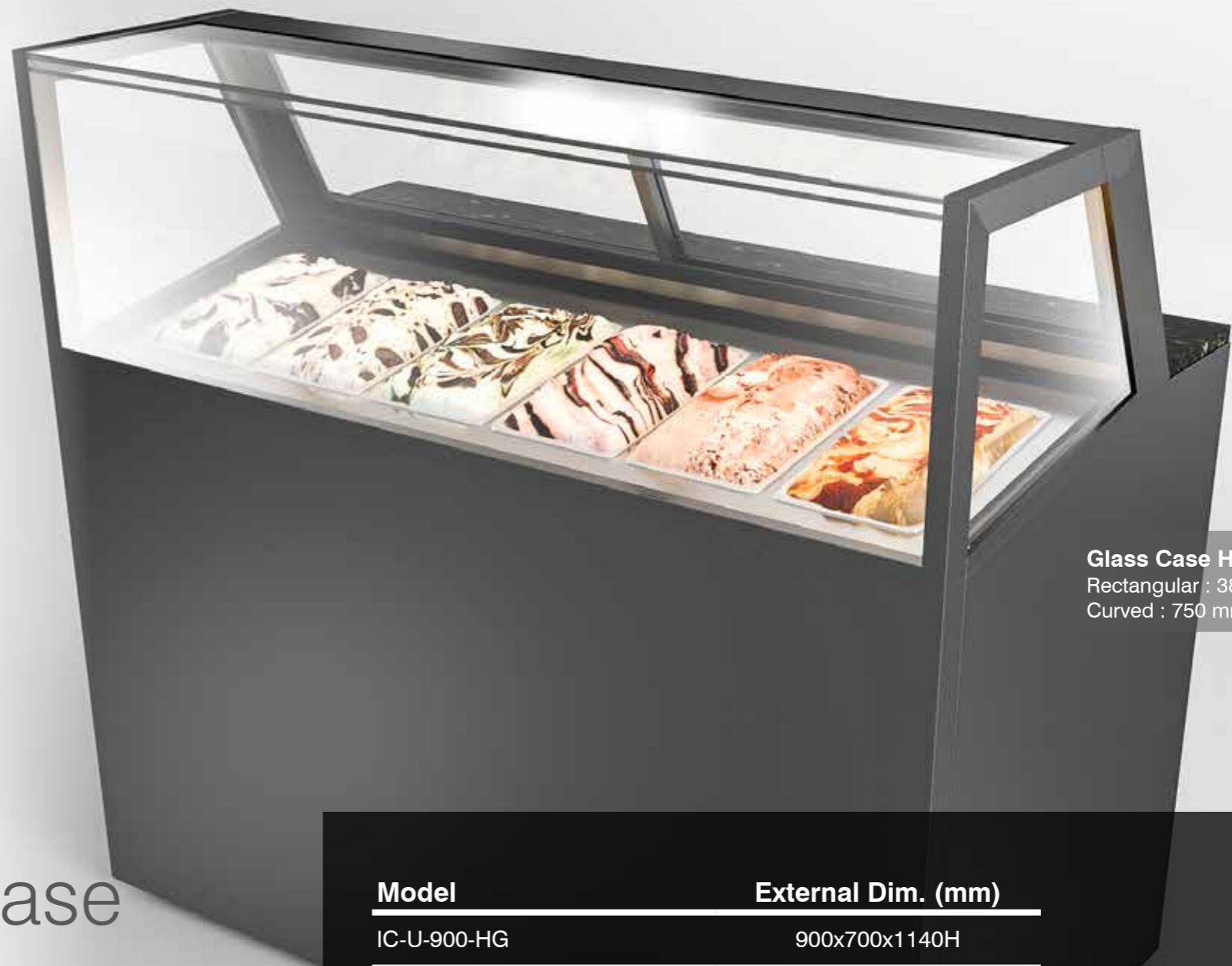


Ice Cream Display Showcase

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

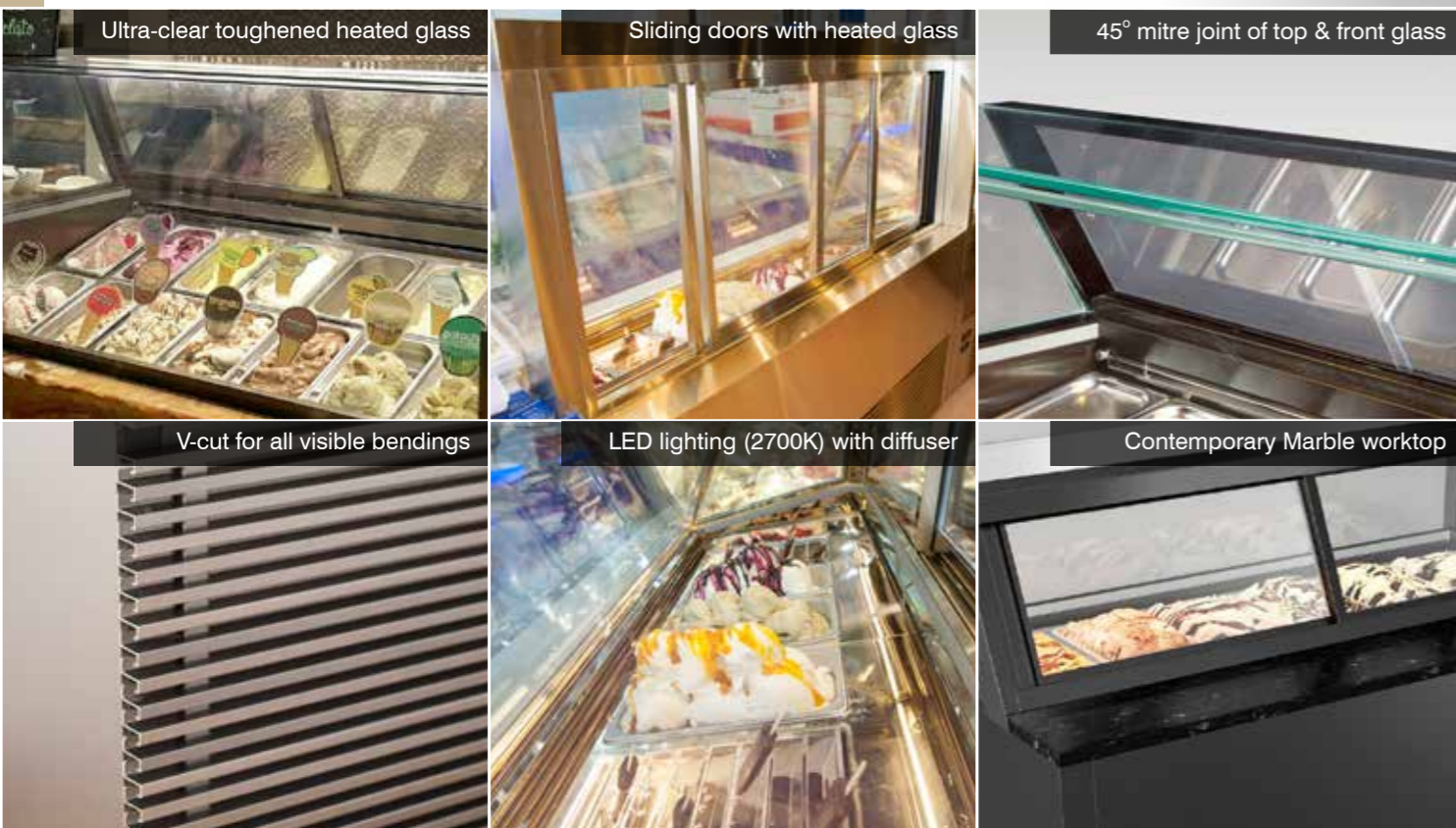
1 2 3 4 IC-U-1200-HG

| | |
|---------------------------------|---|
| 1 Model | IC (Ice Cream Display Refrigeration) |
| 2 Condensing unit & louver type | U (Self-contained with V-cut bending louvre) 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.



¹JB-²U-³1200-⁴HG

| | |
|--|---|
| 1 Model | JB (Jewellery Box Type Display Refrigeration) |
| 2 Condensing unit & louver type | U (Self-contained with V-cut bending louver) B (Self-contained with stand) R (Remote) |
| 3 Width | 600 (600mm), 1200 (1200mm) |
| 4 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.



¹FOH-²2³U-⁴XDD

| | |
|--|---|
| 1 Model | FOH (Front-of-House Counter Refrigerator) FOH(L) (Front-of-House Counter Freezer) |
| 2 No. of compartments | Self-contained - 1 (1036Wmm), 2 (1549Wmm), 3 (2062Wmm) Remote - 1 (508Wmm), 2 (1036Wmm), 3 (1594Wmm) |
| 3 Condensing unit & louver type | U (Self-contained with V-cut bending louver) R (Remote) |
| 4 Configuration | 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.

¹WT-²HD-³1500-⁴I

| | |
|--------------------|--|
| 1 Model | WT (Wine Display Tower) |
| 2 Door type | HD (Hinged door) |
| 3 Width | 750 (750mm), 1500 (1500mm) |
| 4 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

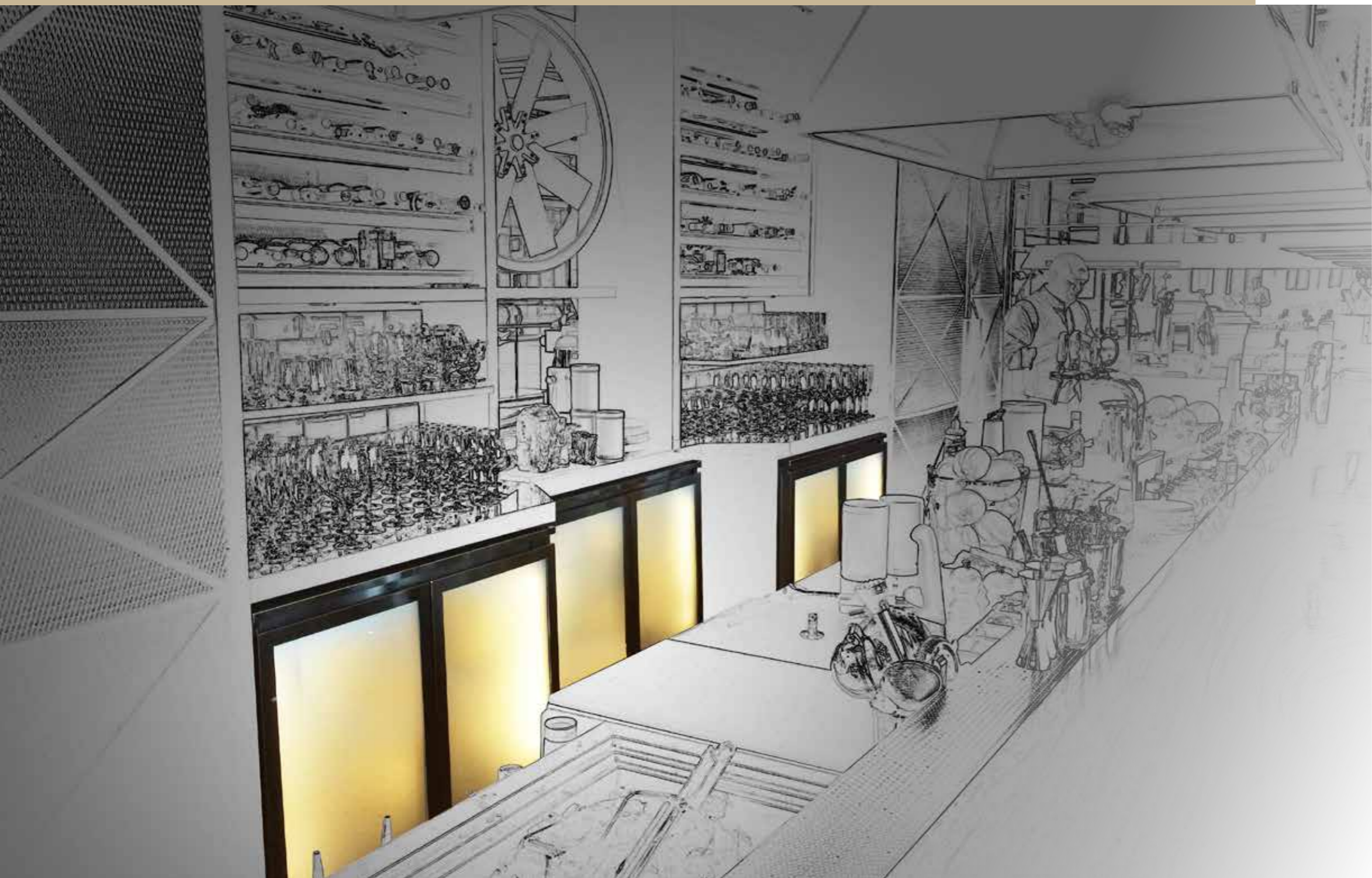
* Custom-made size is available



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.

¹
DBC-²
2

| | |
|----------------------------------|---|
| ¹ Model | DBC (Deluxe Beverage Cooler) DBW (Wall-mounted Deluxe Beverage Cooler) |
| ² 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)



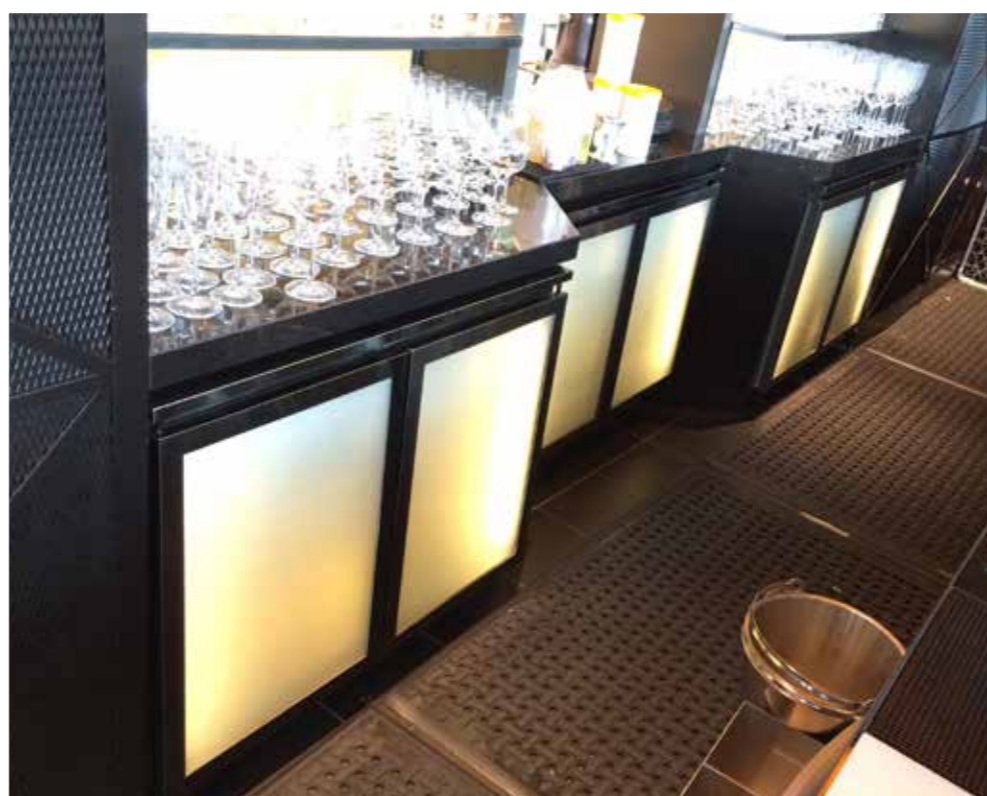
Adjustable perforated 304 S/S shelf



| 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

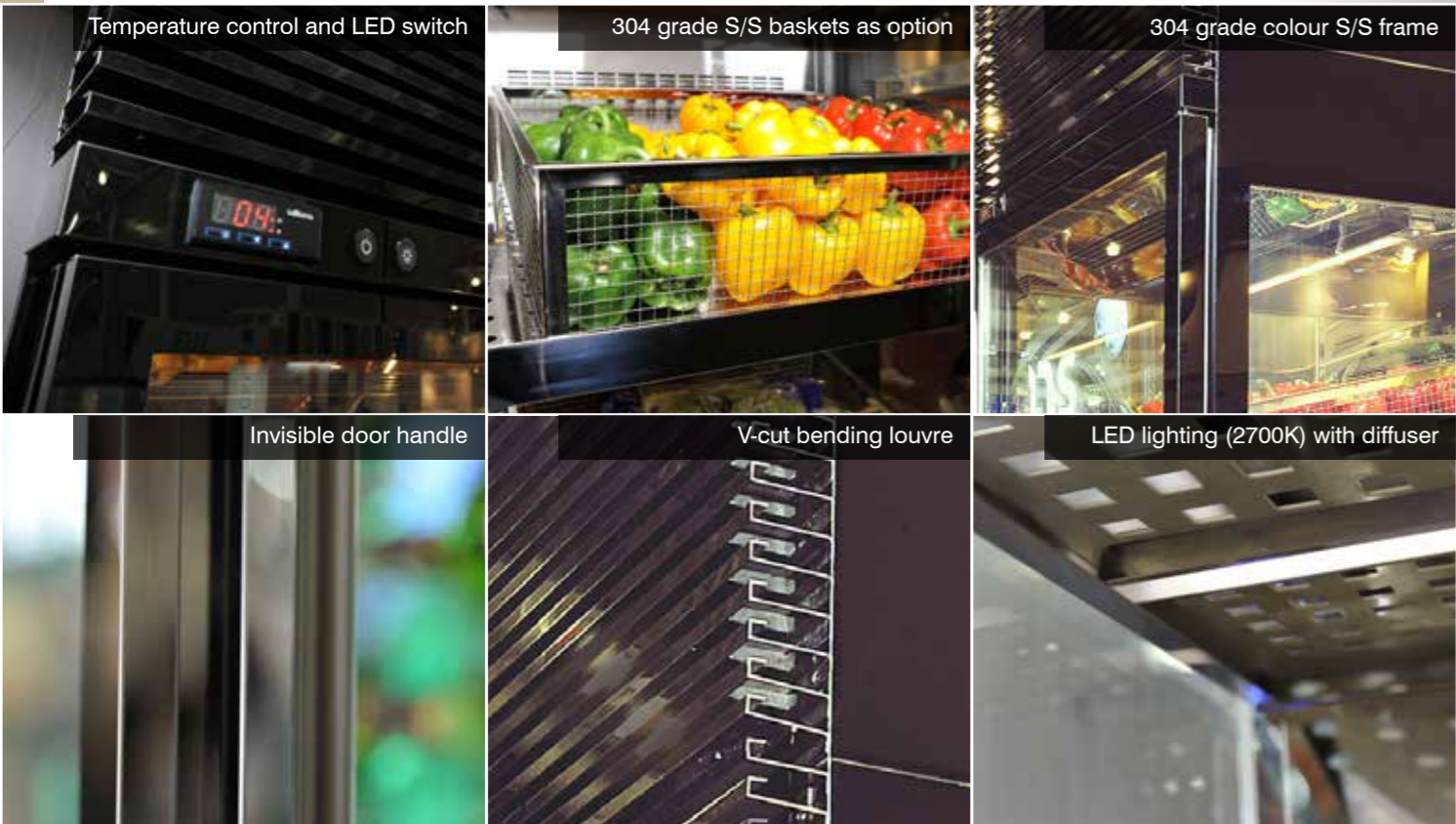
| | |
|-----------------|---|
| 1 Model | FOH-UP (Front-of-House Upright Display Refrigeration) |
| 2 Configuration | 1T (1 door and 750Wmm) 2T (2 doors and 1500Wmm) |

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.



¹ CW-²900.³600⁴ (H180)

| | |
|--|---|
| ¹ Model | IW (Ice Well) CW (Cold Well) FT (Frost Top) |
| ² Width | 900 (900mm), 1200 (1200mm), 1500 (1500mm) |
| ³ Depth | 450 (450mm), 600 (600mm) |
| ⁴ 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)

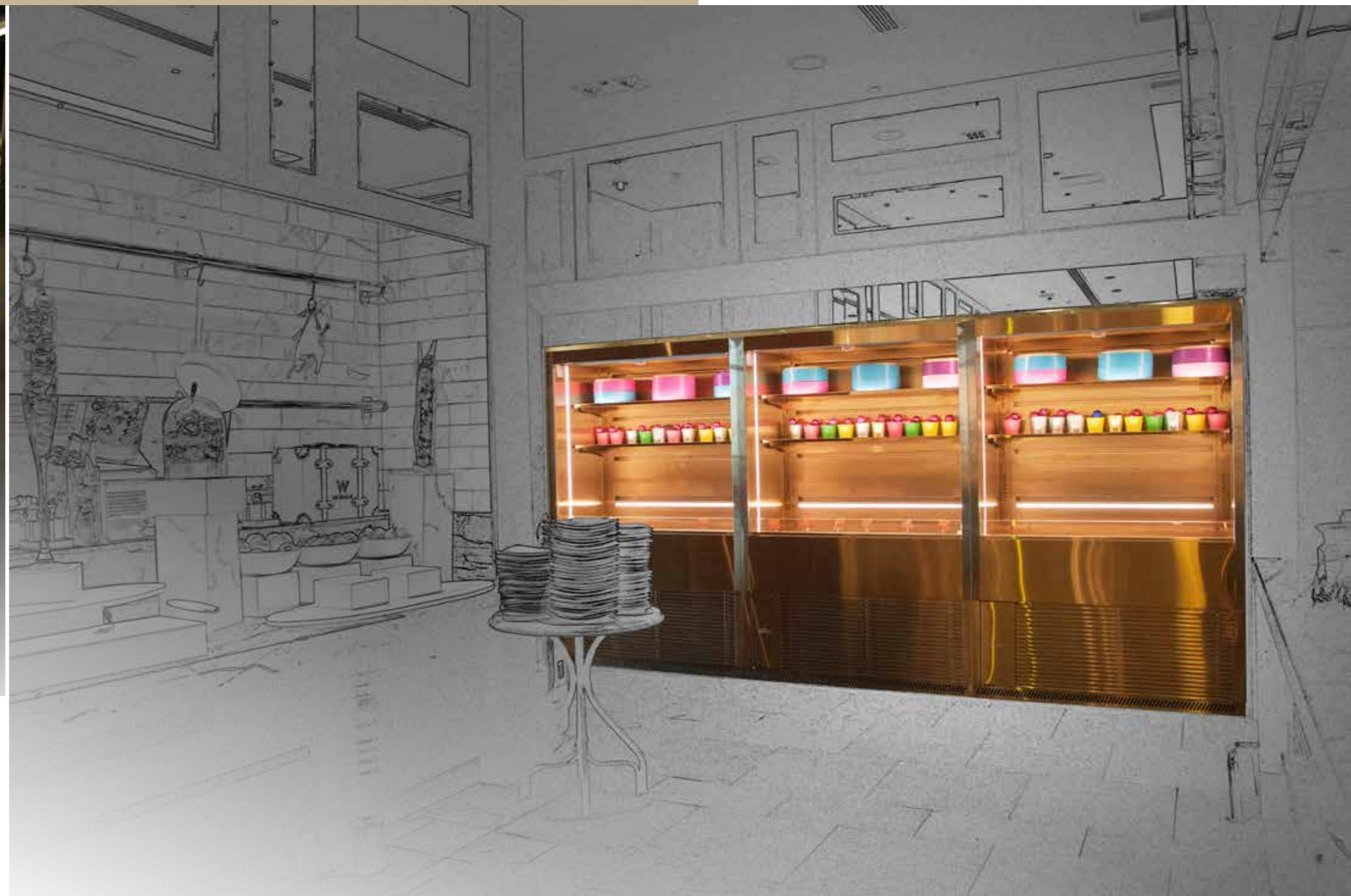
(FT) 19ømm drainage



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

¹ OD - ² R - ³ 1200

| | |
|------------------------------|--|
| ¹ Model | OD (Reach-in Open Display Refrigeration) |
| ² Condensing unit | R (Remote) U (Self-contained with V-cut bending louvre) |
| ³ 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



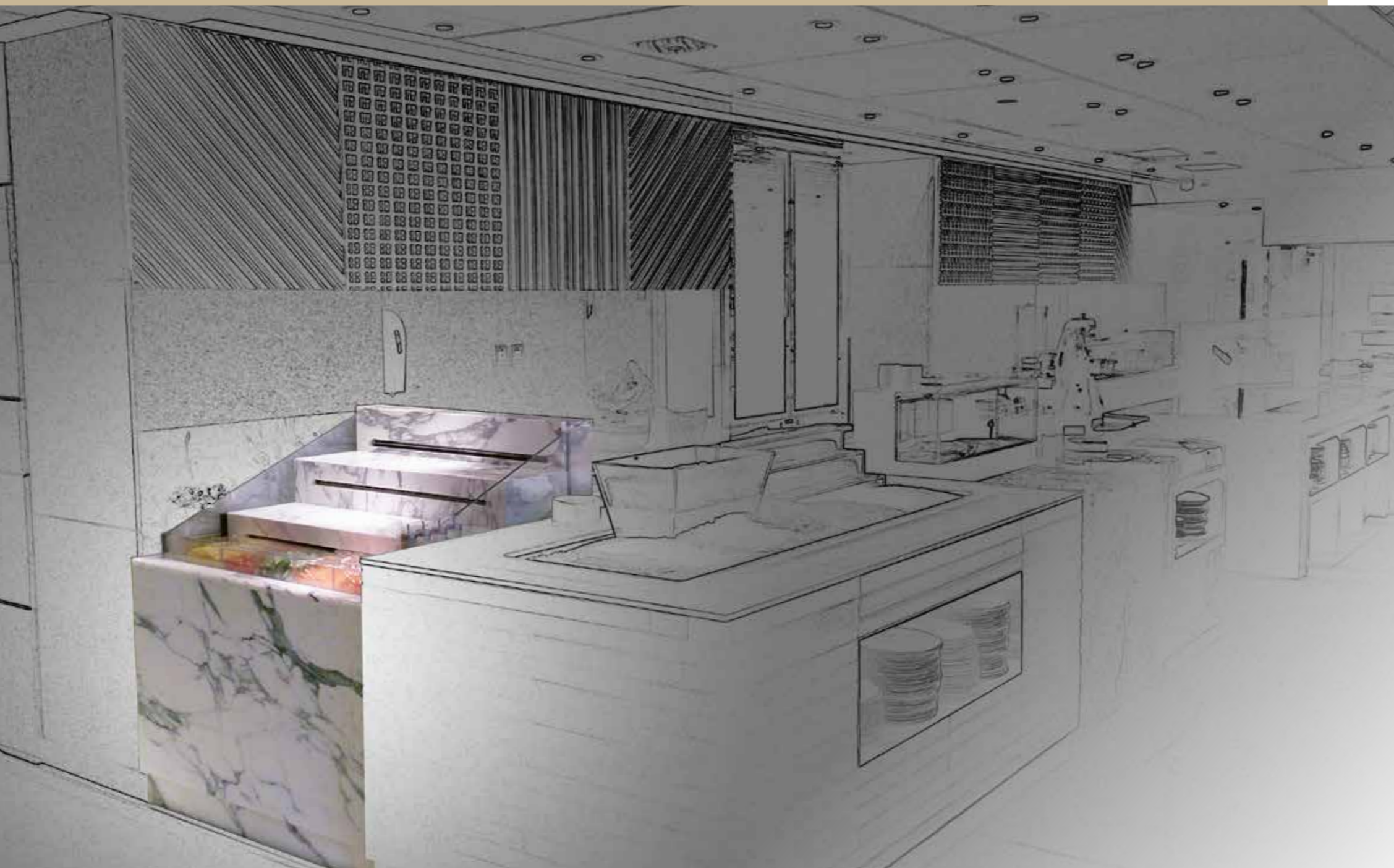
Fitted with ID cladding



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

¹SD-²U-³1200

| | |
|--|--|
| ¹ Model | SD (Stairway Display Refrigeration) |
| ² Condensing unit & louvre type | U (Self-contained with V-cut bending louvre) R (Remote) |
| ³ 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

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 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

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



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.

MKT/LIT/FOH0318/V5