



hi-tec flies the Blue Seal flag

hi-tec catering of East Kilbride, Glasgow have taken delivery of their new transport fleet and we're delighted that they are flying the flag for Blue Seal. The new fleet features a new livery, including our latest logo and equipment line-up imagery.

hi-tec refrigeration and catering equipment
Tel: 01355-223311 www.hitecrefrigeration.co.uk



Joining forces to supply schools and colleges

With the government's on-going plan to improve food in schools and the recent announcement regarding the availability of funds for the improvement of catering facilities, we've joined forces with one of the UK's leading specialist suppliers, Utility Rentals, to make sure the Blue Seal brand is being considered by every location. A direct mail campaign to 5,000 schools has been completed featuring details of a select group of Blue Seal products which are suitable for all catering locations, together with a range of cost effective rental packages. A progress report will feature in the next issue of Update.

Utility Rentals Ltd, Longriver House,
Whittle Parkway, Burnham, Slough SL1 6DQ.
Tel: 0151-353-0255
E-mail: info@utility-rentals.co.uk
www.utility-rentals.co.uk



We think we can convince you of that makes equation perfect sense ...



Update



E25 wins race for Ascot Business

If you've always held the belief that Blue Seal has a great reputation for manufacturing robust catering equipment, but that our products are typically bought in small numbers by thousands of individuals across all market sectors, we'd like you to think again.

The UK's best known and now probably the world's most modern racecourse, whose visitors and clientele include world leaders and heads of state, is approaching the finishing line of a total re-development and has chosen our E25 high speed convection ovens as its regeneration workhorses.

Famous for its Royal connection, morning suites and beautifully attired ladies Ascot now features 100 executive boxes and each will be equipped with two computer controlled E25's that will be responsible for the regeneration and heating of all hot food served to these very important visitors.

National sales manager Glenn Danks commented,



"Ascot has created a very innovative food preparation and service system one that we are delighted to have been chosen to supply. Such a prestigious client is a real feather in our cap and to see the E25 compete and win against numerous other brands is testimony to its qualities."

With a little help from our friends ...

Our stand at Hotelympia was universally recognised as our best yet and though we'd like to claim that it was all our own work, we wouldn't really be telling you the complete truth. We have to give huge credit to the team at Quattro Design of Kenilworth in the West Midlands. From the original concept through to a number of unfortunate, but necessary and major changes, right up to the build and closure the team were innovative, patient and professional.

Chosen from four contractors who had been asked to provide a fresh concept with improved use of the available floor space, Quattro claimed to be an exhibition stand contractor with a difference and they certainly delivered on their promise. As we all know exhibition stands are expensive commodities and to have no further use of original and innovative designs can be a major disappointment. That's why we were so pleased with the concept offered by Quattro as much of this year's stand will form part of our new showroom in our new offices when we make the move to new premises later this year.

Formed in 1994 the company have gained a reputation for providing a friendly and professional hands-on service. Every aspect of our contract was personally project managed from design and planning through to build and breakdown, taking care of every last detail right down to the coffee and sugar (thanks Jules).



Quattro provided a comprehensive service for the design and delivery of our stand at Hotelympia 2006, playing a major part in arguably our most successful show to date and for that we say thank you.

Quattro Display Limited
Runway Farm, Honiley Road,
Meer End, Nr. Kenilworth,
Warwickshire CV8 1NQ

T: 0870 112 1418
F: 0870 112 1417
E: enquiries@quattrodisplay.com
www.quattrodisplay.com



A very big surprise for one lucky lady at Hotelympia



For Elaine Powis of Sterling Foodservice Design a visit to Hotelympia ended with a very pleasant surprise as she became the winner of our E31 oven prize draw. Elaine can now leave the "I've never won anything in my life" club and concentrate on her thriving business. Founded in 1994 and with offices in England and Ireland, Sterling Foodservice Design is very much a family concern with Elaine and her husband Andrew, both Professional Members of the Foodservice Consultants Society International (FCSI), establishing

an international reputation for their management and design consultancy. Working throughout all sectors of the foodservice and hospitality industries, consulting on numerous prestigious projects.

Congratulations Elaine we trust you appreciated the blue ribbon.

Number 2 Wheeley Ridge, Wheeley Road,
Alvechurch, Birmingham B48 7DD, England
Telephone: +44 (0) 121 445 0900
Facsimile: +44 (0) 121 445 0901
E-mail: elaine@sterlingfoodservice.com
www.sterlingfoodservice.com



Isn't it great when a plan comes together ...



You know you have had a successful exhibition when you have run out of Lager and Coffee; you feel like you haven't slept for a week, your liver aches from you know what and your feet feel like they don't belong to you. The extra hours of entertaining and the little time you have spent horizontal hasn't been enough by some margin but it's all worth it in the end.

The seven days began with the hope that all the equipment arrived in one piece, the stand looks as good as it did on the visual, the plasma wall works, your pre-arranged appointments were kept and everything else comes together and runs smoothly.

I don't know who coined the phrase "isn't it great when a plan comes together" but it perfectly summed up our experience at Hotelympia 2006. Without doubt this year's show was our best to date through the help of numerous individuals including many dealers who visited the show with clients and one particular dealer who provided invaluable assistance with visitors to the stand throughout the show.

There is much to admire about the endeavours of all brands who exhibit at Hotelympia, each choosing their own particular style in which to communicate their equipment's individual characteristics and capabilities. In our case, and as normal, we let the equipment speak for itself with a little help from 20 42" televisions and lighting that required a number of very large fuses. And from the comments made by our visitors we think it worked.

We all know that a major part of being there is being there, but it's much more than that. We were delighted to welcome so many business partners whose bi-annual trip to the capital is almost a pilgrimage and many more new visitors looking to purchase equipment for their businesses and those that were looking to expand their dealer portfolio to include Blue Seal products.

To everyone of our customers, business partners, associates and friends who took the time to visit with us and work with us this year we say a very big thank you. To those of you who did not manage to get to Hotelympia we hope to see you very soon.

Martin Allen
UK Manager

