

## NEWSLETTER

DECEMBER 2010

# WHY BUY GENUINE SPARE PARTS?



In these harsh economic times everybody is looking after their pennies. If they are not, then they should be for the well being of their business. But you should also be looking to avoid false economies that can be very expensive in the long term. The choice of spare parts you choose to fit to catering equipment is a typical example. A genuine OEM part has been chosen by the equipment manufacturer for the job it has to do, which is your guarantee of efficient and safe operation of the equipment to which it is fitted. But some will always try to see if there is a cheaper way of doing the repair.

Generic components are often, but not always, a cheaper alternative to OEM parts. But will the part operate efficiently, offer the same service life and, most importantly, will it be safe? While an item of equipment may look the same and may even have the same part number, it may not be suitable for the job you are expecting it to do. For instance OEM thermostats from Valentine Fabrique are factory calibrated to reduce the power consumption to the elements in stages just prior to the maximum oil temperature being reached. By reducing the element power, the oil temperature will not excessively overheat. The calibrated 7th pin on these thermostats is also used to operate the temperature indicating lamp that has been fitted to Valentine fryers since the 1980's. If the correct thermostat is not fitted the user will not be aware of when the oil has reached the correct temperature.

Manufacturers update components as they gain experience with their products in service and parts can be changed to provide improved reliability or to overcome problems. So even fitting a direct replacement component is no guarantee of best performance.

For many years products sold in the UK have been CE marked to signify compliance with European safety requirements. With gas



appliances this has involved testing by an independent body to ensure compliance. Fitting an inappropriate part negates this testing procedure and makes the CE mark worthless. Counterfeit components purporting to be from major brands but often coming from the Far East are also a risk when sourcing parts from sources you know little of via the web.

Universal components do, of course, have an important part to play in our industry, particularly when they are of high quality and offer a performance similar, or even superior, to an OEM part. Nobody expects an engineer to fill his van stock with identical parts from different manufactures when one will do the job. But safety and efficient performance should always be the paramount consideration.

## FIRST CHOICE IS NOW ON



Products from First Choice can now be specified via CaterQuotes, which makes it easier for a specifier to quickly find, price, configure, and quote catering equipment. It also provides full spec sheets, autocad symbols and other documentation in an easily searchable database. At present T&S pre-rinse units, hose reels and faucets, together with Brita Purity water filters are listed. In the coming months we will add listings for a range of additional products of interest to commercial kitchen designers.

If you are not already a registered user of CaterQuotes you can get a free 30 day trial at [www.caterquotes.co.uk](http://www.caterquotes.co.uk).



24-26th January 2011  
NEC BIRMINGHAM

Visit First Choice on STAND No 1066

ANGELO PO BARTLETT BLUE SEAL BURCO CLASSIC CLEVELAND CONVOTHERM  
CRYPTO-PEERLESS DEAN DUALIT ELECTROLUX FAGOR FALCON FOSTERS  
FRANKE FRYMASTER GARLAND HATCO HOBART LINCAT MERRYCHEF  
MOORWOOD-VULCAN PARRY PRINCE CASTLE RATIONAL ROBOT COUPE  
ROWLETT SAMMIC STOTT BENHAM VALENTINE VISCOUNT WILLIAMS  
WINTERHALTER ZANUSSI AND MANY MORE!!

**ONE STOP SHOP FOR CATERING EQUIPMENT SPARES**

FIRST CHOICE CATERING SPARES LTD  
UNIT 1 SWAFFIELD PARK  
HYSSOP CLOSE  
HAWKS GREEN  
CANNOCK  
STAFFORDSHIRE  
WS11 7FU

# OUR NEW PREMISES



September was an important month for us at First Choice because we finally moved into our new offices. To minimise disruption to our customers the move was carried out over the weekend, operating from the old offices until late Friday afternoon and fully operational in our new facilities Monday morning. In fact all orders placed by 4.00pm on the Friday were dispatched that day.

A speedy move was helped by the proximity of the new building. In fact we have moved next door, from our old offices in the building at the extreme left of the photo above into offices

housed in the building on the extreme right of the photo. Technically our address has changed from Unit 2 to Unit 1, but telephone, fax and email details remain the same.

With our largest expansion to date we have created new and improved office facilities for all of our staff. A single open plan office accommodates all of our staff in sales, accounts and purchasing. The new building also houses enhanced IT and Marketing facilities, together with several meeting rooms and a large restroom/staff dining room which includes a TV and PC for personal use.



We have also opened a Trade Counter where engineers can call in to collect urgently needed parts.

The next phase of the development is already underway with a new warehouse facility which will have 'state of the art' fully automated storage and retrieval 'lean lifts' which offer increased storage, by a factor of 9 for the same footprint of conventional racking systems. They also allow the part pick speed to be increased by a factor of 5. A computer controlled conveyor system will link storage and packing stations for the ultimate in efficiency. This year the investment has exceeded £1m.

And we are not stopping there. Our new offices and warehousing facility, combined with the original offices and warehouse adjacent, give us the opportunity to continue our growth.

The development of a multi-functional training centre is scheduled for 2011. This will be an engineering facility for our customers to conduct training for their own engineers or receive training from manufacturers. In addition manufacturers can use it demonstrate new and existing product to their current and future customers.



# NEW COOKING CATALOGUE

A new edition of our popular catalogue of spare parts for Cooking Equipment will soon be available. Currently on the press the catalogue will be our most comprehensive yet with over 1400 pages of parts from more than 80 manufacturers contained in two separate volumes. We now have 7 different catalogues of spare parts for commercial catering equipment.

**Coffee Catalogue**  
**Cooking Catalogue**  
**USA Cooking Catalogue**  
**Combi Oven Catalogue**  
**Dishwashing Catalogue**  
**Refrigeration Catalogue**  
**Draper Tools Catalogue**



*For a copy of any of our catalogues just ask your sales executive or call 01543 577778.*



# MEETING YOUR NEEDS

We are proud of our standard delivery service of next day delivery for stock items ordered before 4.00pm. But we realise that even this does not meet the needs of every business and we are happy to discuss how we can better meet your needs. For instance with Partsflow we can offer an In-Night delivery service to arrive pre 07.00am direct to the boot of your service engineers vehicle or an alternative pre-arranged secure collection point, including the nationwide network of 'Pick-Up' and 'Drop-Off' points.

A number of our customers use the ByBox option. With this system parts are distributed through the ByBox network overnight, allowing engineers to collect them at a local drop box at 8am the following morning. Engineers can also return parts via the drop box to be automatically routed back to First Choice. With 18,000 drop boxes at 1,350 locations around the UK engineers will have a ByBox drop box in close proximity to them, no matter where they are in the UK. This ensures convenience and efficiency for engineers.

ByBox can also integrate their system with their customers', enabling complete visibility as to where parts are. This entire operation is managed by the ground-breaking Thinventory™ platform which has the benefits of providing real time Proof of Delivery data and electronic PoD updates via email.



Tom Chandler, Director of Fleet & Purchasing, Wessex Group Ltd says *"We have used the services of ByBox successfully for over six years to distribute parts to our maintenance engineers. ByBox offer us an efficient, cost effective solution to transport parts to where they are needed. A part that is ordered today is collected from our parts supplier First Choice Catering Spares Ltd the same evening, delivered to our engineers lock box or van that night and can be fitted the next day."*

Richard Holland, Supply Chain & Purchasing Manager, Millers Vanguard also uses ByBox, *"This extra service has really given us another option to show our customers that they come first"*

ACTIVELY SUPPORTING



FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL (UK)

First Choice Catering Spares has become an Allied Member of the Foodservice Consultants Society International.

FCSI represents the world's leading independent foodservice kitchen design and management consultants. The organisation has 1,000 members in 38 countries with its worldwide headquarters in Louisville, USA and a European Division office in Germany with local units in the UK, France, Switzerland, the Netherlands, Asia Pacific and Canada. Its members offer consultancy for all types of caterer, from small restaurants, cafes and retail concepts, to the largest hotels, business and industry caterers, schools, universities, hospitals, and central production units.

# ON THE GRID



We are taking our first steps into the world of motorsport and appropriately we have chosen the 2011 Caterham Academy Championship to enter a sponsored car. The Caterham Academy has been running since 1995 and has proved the ultimate package for the novice who wants to get on the grid! The championship begins with 3 speed events; a mixture of circuit sprints and hillclimbs. The season then moves up a gear with a number of circuit races.

Entering into the true spirit of the Academy John Whitehouse is building the First Choice Caterham 7 himself and will later drive the car throughout the 2011 Caterham Academy Championship.

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