

NEWSLETTER

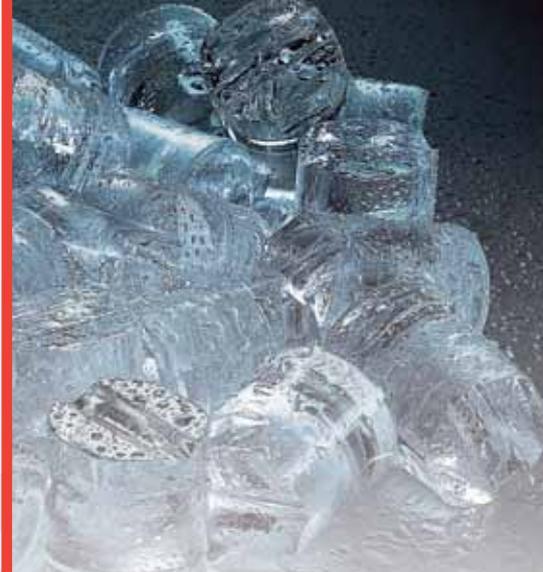
OCTOBER 2007

First Choice Online

www.firstchoice-cs.co.uk

The screenshot shows the website's navigation menu with options like Home, Products & Services, FC Online, Our Company, News, Events, Contact, and Site Essentials. A search bar is visible. The main content area features a 'First Choice Online' banner with contact information: www.firstchoice-cs.co.uk, tel: 01543 577778, fax: 01543 504141. Below the banner, there are two columns: 'Find the Parts You Need Online' with filters for Manufacturer (Hobart Manufacturing Ltd), Equipment Category (DISH/GLASS WASHERS), Model Number, and Part Category; and 'Check Stock and Order 24 Hours a Day' showing a 'TWO FLAME PILOT BURNER' with a price of £6.32 and technical specifications.

UK SPARES PARTNER ITV ICEMAKERS



First Choice Catering Spares has been appointed the sole UK Spares Partner of ITV, the Spanish manufacturer of icemakers. Established in 1981, ITV is one of Spain's leading companies in the catering equipment market with a world-wide sales network. Well over 400,000 ITV ice cube makers have been sold throughout the world, including into the UK.

As part of the deal First Choice will be able to offer from UK held stock the critical parts for the popular Quasar, Delta and Ice Queen models on a next day delivery basis. All other parts for the full range of ITV products will be available within a couple of days. First Choice will also be able to provide assistance in identifying parts for all ITV products and can provide access to the companies spare parts lists, exploded view drawings and wiring diagrams.

Our new website is now operational and your gateway to a wealth of information including details of the 350,000 parts currently on the First Choice database. Online ordering means that you can check availability and place orders whenever it is convenient for you, day or night, any day of the week. Your login and password, available to our trade account customers from their sales team contact, gives you access to a secure site where:

- You can search for parts from 985 manufacturers.
- Use advanced search options to find a part by manufacturer, model or category of part.
- View real time stock levels for parts you may need urgently.
- Prices displayed to reflect any agreed discounts or special prices.
- Check on orders to see when parts are despatched and invoiced.
- View an archive of all your order history with First Choice.
- Gain access to special offers only available for online customers.

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 2 SWAFFIELD PARK
 HYSSOP CLOSE
 HAWKS GREEN
 CANNOCK
 STAFFORDSHIRE
 WS11 7FU

Water Treatment from First Choice

Although perfectly safe to drink, UK water contains impurities which can spoil taste, smell, appearance and overall quality of drinks. The temporary hardness of water supplied to 60% of premises in the UK is sufficient to cause scale build-up which can have a significant impact on running costs and the inconvenience of increased maintenance and downtime. Hard water uses more detergent in a dishwasher and scale build up can reduce the flow of water and ultimately block jets. Scale build up can occur in any machine where untreated water is heated or chilled.

The solution to scale build up in dishwashers and similar appliances is an ion exchange based softener where water is passed through a resin that removes the calcium and magnesium minerals that cause scale to form. Periodically the resin needs to be regenerated, by flushing with brine, to remove the build up of minerals and with the simplest types of softener this is done manually, at intervals and for a length of time determined by the user. This is a low cost solution with an 8 litre capacity model available from just £32.00, but to keep working efficiently the user must remember to regenerate on a regular basis and at a time when the dishwasher is not being used.



More sophisticated softeners, such as the AT range, have built in timers that enable the regeneration cycles to be pre-programmed to take place at a convenient time – usually in the middle of the night when the kitchen is not in use. These are obviously more expensive, with the smallest unit costing £235, but all the operator has to do is to remember to periodically top up with salt to ensure efficient operation. Softeners are available for both hot and cold water feed and First Choice has recently introduced a range of pumped water softeners with



optional break tank for use in low water pressure areas or where a type 'A' air gap is needed to comply with water bylaws.

Sodium based water softeners introduce a low level of salt into the treated water and while it may still satisfy Water Quality Regulations in most areas of the UK it is advisable to avoid this when treating drinking water. Water filters can inhibit the formation of scale formation by up to 90% and will remove chlorine and other impurities to improve the 'taste' of water feeding coffee machines, hot water boilers and ice-makers.

The Everpure system consists of a filter head that is fixed to a wall or table into which disposable cartridges are fitted. Cartridges contain a micro filter that removes 99.9% of all particles of 0.5 micron or larger and a built-in valve ensures collected impurities cannot backflow into the mains water supply. The system is inexpensive, with the filter head available for less than £20 and cartridges costing from £27 upwards at list price. Larger cartridges will treat up to 34000 litres of water before replacement and for more effective limescale removal can be combined with a resin based softener cartridge. As with all manual systems the efficiency is dependent on the user replacing the cartridge on a regular basis.

The alternative CTU system is available in larger sizes with or without by-pass making it suitable for combi ovens as well as drinks machines and has an optional water meter to

indicate when replacement is required. CTU units are supplied on a cost effective exchange basis, with a new unit costing from £129 and an exchange replacement supplied for £36.85.

The key to effective water filtration is replacing the filter when exhausted to keep the system at operating efficiently. The Brita AquaQuel Purity system has an electronic display that



tells you when the filter needs replacing. The display can be pre-set with the water hardness on site and shows the filter installation date and remaining filter life in litres. Unlike the CTU system, where the whole filter is replaced, with the AquaQuel system only the inner cartridge needs replacing. It uses a 4 stage filtration process to pre-filter to remove larger particles, reduce temporary hardness to stop scale build-up, improve taste, remove odours and fine filter any residual matter. Although initially more expensive, starting at £350 list, the system is surprisingly cost effective over the long term. The system provides continuous protection for your beverage or icemaking equipment, reducing running and maintenance costs, while cartridges, costing from £55, are only replaced when necessary.



5 litre CTU water treatment unit

Meet Our Sales Team

To maintain an excellent customer service as we continue to grow we have again recruited new sales team members and appointed Karen Lees as our Customer Services Manager and Jean Maskell in a Sales Support role.

Director



JOHN WHITEHOUSE

Director



CARL BATE

Accounts Manager



DENISE WHITEHOUSE

Technical Manager



PAUL FAIRBROTHER

Customer Services Manager



KAREN LEES

Sales Manager



NEIL VINCENT

Sales Executive



NICK HUGHES

Sales Support



JEAN MASKELL

Team Leader



PAUL TYLER

Team Leader



ANDREA EDKINS

Team Leader



ANGELA JEFFREY



REBECCA HAYFIELD



NICOLA TURNER



TEENA KNOWLES



LUCINDA PERKINS



SARAH HAWKINS



NICKY PREECE



TRACY FAITHFUL



PAUL SMITH

MKN Cleaning Chemicals



As the UK Spares Partner for MKN First Choice can now supply the range of MKN cleaning products from UK stock.

This includes the unique Two in One cartridges used in the Waveclean automatic cleaning system for MKN HansDampf combi ovens. These cartridges hold both detergent and rinse aid behind a wax seal that prevents the operator coming into contact with the chemicals. During the cleaning programme the wax seal dissolves releasing the chemicals directly into the oven.

Special MKN Oven Cleaner for manual application, descaler and a hand pump spray dispenser are also available from First Choice stock.

Bev-X Exhibition, Leicester



16-17th October 2007 - Great Hall, Leicester City Football Club, The Walkers Stadium, Leicester.

Hosted by the Beverage Service Association, Bev-X is a must attend event for anybody working in the hot beverage industry. First Choice is a member of BSA and again exhibited at this years event.

Bev-X was planned as the exhibition where people can sample the very best on offer from professional bean to cup automatic technology and traditional equipment. Delegates saw equipment in action and sampled the outcome to see if they can decide if bean to cup technology can match the traditional experience.

First Choice was at Bevex to demonstrate its ability to supply spare parts for all sectors of the UK's commercial catering business, from cooking and dishwashing equipment to toasters, refrigerators and coffee makers .

Can bean to cup automatic technology match traditional passion?

TAKE THE BEV X CHALLENGE

Let your taste decide

17TH OCTOBER 2007, THE WALKERS STADIUM, LEICESTER

TRADE SPECIALS

Everyday Trade Specials is our latest promotional brochure, a mini 12 page catalogue packed with regularly used items ranging from gas valves and pilots to lubricants and sealants. Orders of £100 and above are offered with free delivery. Orders of £200 and above get a 10% discount plus free delivery.

To get these incentives orders have to be placed using the special order form on the back of the brochure, so if you have not received a copy call our sales team on 01543 577778.



The range of Draper tools is available from First Choice Catering Spares Ltd with a 20% discount from list price to our trade account customers. For a copy of our 2007 edition call our sales team on 01543 577778.



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