

NEWSLETTER

OCTOBER 2013

Storage expansions and advancing technology signals massive growth for customer service at First Choice

2013 has been a year of tremendous growth for First Choice and with the expansion of our state of the art Parts Automation Centre (PAC) capacity has surpassed 36,000.

In January the storage capacity of our warehouse was doubled with the addition of 6 more 'Lean Lift' mechanised storage units creating an additional 17000 locations to store parts. The warehouse now holds over 780, 000 spare parts and ancillaries for professional kitchen equipment for coffee making, cooking, food preparation, dishwashing and cold storage. In addition we hold over 5000 lines of the larger items in bulk storage and can supply consumables, such as lubricants and sealants, together with an extensive range of tools.

The extra storage capacity has enabled us to maintain and exceed our 70% first time ship target and we are now well on the way to reaching a 90% first time ship target. This will ensure that our customers get the parts they urgently need next day. With the database growing on average by 50 parts a day. Working with our partners we produce tailored reports on parts usage to ensure we maintain adequate stock levels of the popular parts.

The first stage of our automated storage and retrieval system was

installed in 2010 and increased our storage capacity by a factor of 9 for the same footprint of the conventional racking systems they replaced. They also allowed the part pick speed to be increased by a factor of 5 and bar code scanning authentication reduces the risk of miss picks.

Due to this expansion we have extended our order cut-off time to enable customers to place orders up to 5.00pm for next day delivery by UPS or Fedex of stocked parts throughout most of the UK mainland. Alongside the introduction the split shift working pattern that was also introduced in the warehouse, this has enabled us to provide an efficient and extended service.

What's more the service counter, located on site, is open everyday as well as Saturdays from 8.30am till 12.30pm. We understand that the need for spare parts has no time constraints and in order to meet customer demands we are constantly finding ways to increase and strengthen the services that we provide.



ALPENINOX ANGELO PO BLODGETT BLUE SEAL BURGO CLASSIQUE CLEVELAND CONVOTHERM CRYPTO-PEERLESS DAWSON ELECTROLUX FAGOR FALCON FOSTERS FRYMASTER GARLAND HATCO HOBART HOUNO IMC ITV KROMO KUPPERSBUSCH LINCAT MERRYCHEF MIDDLEBY UK MKN NUVU PARRY PITCO RATIONAL ROBOT COUPE ROWLETT SAMMIC STOTT BENHAM T&S VALENTINE 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

ISO Standards achieve benefits for business, government and society – and for First Choice

In our continual strive to achieve customer satisfaction and a service of excellence, we are pleased to announce that First Choice is working towards achieving ISO 9001 accreditation by 2014.

ISO 9001 is implemented by over one million companies and organisations in over 170 countries, the standards provide positive contribution to both business and global sustainability issues. They also facilitate the expansion of trade, knowledge, efficiency and good management practices.

Working closely with the Lloyd's Register Quality Assurance (LRQA) who are the UK's leading organisation for risk management and

systems accreditation, First Choice will embody a quality management system (QMS). Providing the customer's and stakeholders with the assurance of a robust management system and corporate transparency.

This will also mean ensuring that customers get consistent, good quality products and services through streamlined processes, staff proficiency and excellent internal and external communication. This internationally recognised

certification will enable First Choice to demonstrate our commitment to not only a quality service but also quality procedures, practices and continuous improvement with a high focus on our customer's needs and expectations.

As a company we are excited to further optimize our relationships with both customers and suppliers through the implementation of the ISO Standards, as well as ensuring motivation and implementation of top management.



Connecting through the world of Social Media

Communicating with customers has never been more important for First Choice and with the rapid development of social platforms, it is becoming ever more popular to have a brand presence on Facebook and Twitter.

Since 2011 First Choice have been connecting with customers, partners and suppliers through social media. Facebook and Twitter are currently our primary social media avenues, but we also have a profile on LinkedIn and we are looking into joining the

Google+ community. 2.5 billion individual pieces of content are shared by Facebook users daily and 25% of consumers who complain about products on Facebook or Twitter expect a response within 1 hour. These statistics demonstrate the

increasing need to be involved and interactive with the online community, and First Choice are on board when it comes to real time interaction.

Through our own Facebook and Twitter profiles we answer

queries, update all customers on the latest offers and post behind the scenes photographs from all the fundraising and social activities taking place at the office.

We currently have over 400 followers on Twitter and 90 Likes on Facebook and these numbers continue to grow.

Join us on:

[Facebook.com/FirstChoiceCS](https://www.facebook.com/FirstChoiceCS)

[Twitter.com/FirstChoice_CS](https://twitter.com/FirstChoice_CS)



The introduction of an Environmental Policy will create a greener future for everyone

At First Choice we are committed to providing a quality of service that ensures a safe and healthy workplace for our employees, as well as minimising our potential impact on the environment.

With the introduction of our Environmental Policy we aim to address many of the current environmental and economic issues that the company and our employee's has to face.

We will focus on our commitment to help reduce our carbon footprint through implementing pollution prevention and environmental best

practices that ensures the reduction of pollution and waste. All staff will be trained in order to maintain maximum efficiency, alongside the use of appropriate incentives, and our flexible policies will enable us to achieve the same results through a range of avenues.

Our philosophy now actively promotes the use of recycled materials

and encourages the purchase and use of environmentally responsible products accordingly. We will strive to continually improve our environmental performance and minimise the social impact and damage of activities by continually reviewing our environmental policy in light of our current and planned future activities.



Raising charitable funds has become an integral part of working at First Choice

At First Choice we believe in the philosophy of charitable giving and enhancing the lives of others who are less fortunate than ourselves. As a result of this, each year we choose two charities to support through internal fundraising activities.

All of our staff are both professionally and personally committed to raising money and awareness for various charities, whether local or national.

Many of our employee's take part in a whole range of fundraising activities ranging from charity marathons to skydiving. Katie Palmer White (Accounts Administrator) took part in a 13,000ft sky dive earlier this year for the Birmingham's Children Hospital in memory of her cousin. With over half of the funds raised donated from her colleagues at First Choice.

This year we have chosen to support The Hibbs Lupus Trust which is a Staffordshire based charity founded in 2011 by the Hibbs family. The Trust raises awareness of the symptoms of Lupus to encourage early diagnosis and reduce life threatening complications associated with the disease. They also raise funds to provide facilities, equipment and services for NHS Hospitals and Foundation Trusts for the benefit of Lupus patients.

Our second charity this year is the Make a Wish Foundation, an inter-

national organisation which provides magical experiences for children and young people aged 3-17 who are fighting a life threatening condition.

Where possible we have also supported a number of other charities and a number of charities for our customer's, such as Cancer Research, Race for Life, Autistic Research and the Northampton Hope Centre. So far this year we have raised over £1500 for these charities and this number continues to grow with the support of colleagues, friends, customer's and partner's.

We would also like to thank our suppliers who provided donations for the charity raffles that took place here at First Choice and which enabled us to raise even more money.

