

# GENUINELY **CLEAN**



*First Choice Group* is now stocking and selling an extended range of Electrolux Professional cleaning chemicals.

The agreement to house, promote, sell and deliver these products for the professional laundry and catering solution provider reinforces *First Choice's* commitment to sustainability and reflects how seriously it takes its own carbon footprint obligations.

Managing Director, John Whitehouse, said: *"In all aspects of modern life, the use of chemicals is increasing almost daily so awareness of the impact of chemicals on people and the environment has never been so important."*

*"Electrolux is known the world over to only use materials which protect the environment and public health. We know this is very important to our customers who have their own responsibilities to fulfil."*

*"The use of genuine chemicals that have been tested and approved by Electrolux for their products is the best way to guarantee cleaning results and the lifecycle of equipment."*

With a reputation for delivering outstanding customer service and operating with a database

of more than 1-million catering spare parts, including many OEMs, *First Choice Group's* decision to increase its provision of Electrolux products is a sign of intent.

*"We want to give customers more of what they want and need,"* added John.

*"Having moved to new and bigger premises we are now in a position to extend our services and grow our stock, providing First Choice customers with an even greater choice of quality products."*

The extended range of Electrolux cleaning chemicals now available to *First Choice Group* customers includes professional rinse aid and detergents for dishwashers and ovens.

**Visit [www.firstchoice-cs.co.uk](http://www.firstchoice-cs.co.uk) or call 01543 577 778 to find out more. ■**

List prices displayed. Chemicals classed as Hazardous Materials (▲) are subject to Hazardous Shipping Costs. Please contact First Choice for details.



# OUR NEW APP IN HIGH DEMAND

The *First Choice Group* App is about to turn three months old and it's been a very good start for our latest technological innovation.

Launched on 1st May the App, which allows users to browse more than 3,000 equipment manuals from some of commercial caterings leading lights (like Rational and MKN), has achieved more than 1,600 downloads. And that number is growing daily.

The decision to launch our first ever digital App follows the acquisition of *First Choice Group* by PT Holdings LLC, parent company of Parts Town – the world's biggest distributor of spare parts for the foodservice industry.

Featuring tens of thousands of photographs and diagrams of catering spare parts, the App provides users with instant access - 24-hours-a-day - to part numbers, making it easy

and simple for engineers to identify and seek out the parts they need. Over time it will be developed to link users to the *First Choice Group* webstore so they can make online purchases.

Managing Director, John Whitehouse, said: *"The response to our new App has been very positive and we've already had some very good feedback from engineers and manufacturers."*

*"Our industry is being shaped by technology so it is important that we remain competitive by continuing to embrace innovation which supports and assists our most valuable assets, our customers."*

**The First Choice Group App is available to download on all smartphones, tablets and mobile devices from the App Store, Google Play and Amazon Kindle Fire. ■**

**DOWNLOAD FOR FREE TODAY!**



Search "*First Choice Group*"



# A STUDY IN SATISFACTION

## How Combico UK Grows Success and Achievement

In a bid to learn new skills and acquire a deeper understanding of the profession he wanted to pursue, commercial catering engineer Anthony Lee came to Combico UK for some training. Here, Anthony explains how the specialist training division of *First Choice Group* exceeded his expectations.

**Q What training did you do and how has the training you received from Combico UK helped you in your career?**

*I did a Rational SCC WE course. The course was very informative and provided all the reference material I needed to be able to put the training into use while I was on the site. Additionally, I now feel sufficiently well informed to be able to carry out work on any of the units in a professional manner rather than just bumbling though.*

**Q What did you learn most from your training?**

*The thing that I learned the most from my training was programming and computer updating. I discovered just how important it is and how to do it correctly without causing additional problems for you to try and solve.*

**Q Would you recommend Combico UK training to others and why?**

*I would definitely recommend Combico training as it is centrally located and has great facilities with a good selection of hotels nearby. The training is well thought-out,*

*presented in an easy to understand format and provides you with practical, hands-on experience, which in my opinion, cements the classroom learning. The trainer (Martin) most definitely knows the product well, is approachable and friendly in his conduct with candidates and is attentive to their needs. The training is delivered in an unhurried manner with plenty of reference made to the manuals so that you know where to find the information you need when you get out on site and get to work on your own steam.*

*The trainer kept the content within the 'real world' of engineering. By that I mean he did not shy away from the 'warts and all' issues that can bely any engineer on site. (Site conditions are rarely ideal and Martin demonstrates plenty of realistic site experience on the machines). The freebies (which some engineers have come to expect) are also very useful to have and assist in organising the information received on the course. Finally, the after-course back-up is highly recommended and extremely accessible both electronically and personally, something which allows you to access updates and technical/parts drawings. This is a real plus point.*

*In conclusion, the training was a very worthwhile investment which has enabled me to add Rational ovens to the list of equipment that I am competent to work on. ■*

**MORE**  
IN-STOCK OEM PARTS  
**MORE**  
RANGE OF SPARES  
**MORE**  
FIRST TIME SHIPPING  
**THAN EVER BEFORE!**

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IN-STOCK OEM PARTS

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RANGE OF SPARES

# MORE THAN EVER BEFORE

Already boasting the largest and widest range of catering spares stock in the UK, *First Choice Group* has unveiled plans to give its customers even more.

The company's recent move to new purpose built 100,000 square-foot premises has set plans in motion for increasing the value of its stock by 71 per cent.

As the UK's largest stock holder of commercial catering spares, *First Choice Group* currently houses more than 24,000 stock lines, valued at £3.7million. But this is now set to increase to 31,000 lines, valued at £6.5million.

Managing Director John Whitehouse said ambitions to grow the business in this way are geared towards maximising the support

*First Choice* customers get so they receive an even better service.

"Our stock is continually increasing and we currently have the largest and widest range of catering spares stock in the UK," he said.

"But now we are established in our new customer designed building we have started to implement a program that aims to increase the level of stock lines by 30 per cent by the end of the year.

"This is all about giving the customer more. Our recent transformation was carried out so

that *First Choice* customers start to enjoy a higher level of support through a reduction in waiting times, making it easier for them to get the parts they need. Customers can also expect to feel the benefit in their pockets too because not only will this new program save them time it will save them money."

Working closely with some of the leading brands in commercial catering and refrigeration, *First Choice* will soon be stocking more parts than ever before - which also means more OEMs.

"In addition, this new program will see first time shipping - shipping the part to the customer on the same day it is ordered - rise from 65 per cent to over 80 per cent and our stock service level (holding stock lines that are ordered but not necessarily shipped the same day) increase from 81 per cent to over 90 per cent," added John.

**Stocking information is available on the *First Choice Group* website and through the company's revamped customer service teams. ■**

## NEW DRIVERS ARE THE PICK OF THE BUNCH

*First Choice Group's* continued drive to always seek out ways to improve and sustain the highest standards of service efficiency has reached new heights ... in more ways than one!

Following our relocation to new premises on Staffordshire's exclusive and must sought-after Kingswood Lakeside site, a group of warehouse staff have now completed their VNA (Very Narrow Aisle) driver training.

Team Leader, Ritchie Barber and Parts Centre Operatives Anthony

Griffiths, Michael McBride and James Park successfully passed the three-day course which took place on company premises, and around the 90,000 square-foot warehouse.

"This VNA is now a pivotal part of the pick operation, as the process of getting stock from bulk," said Ritchie.

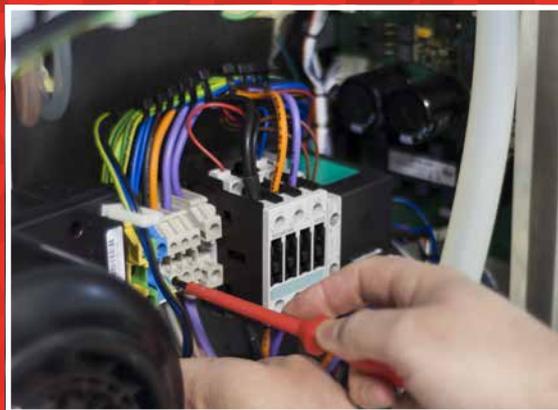
"The driver can, at times, reach the dizzy heights of around 40ft - which isn't for the faint hearted." ■



Aisle be there for you... warehouse staff display their VNA certificates.

# NEW TRAINING COURSE IS ELECTRIC

Combico UK, the specialist training division of *First Choice Group*, has launched the Commercial Catering Electrical Engineering Competency Course.



Developed in association with CESA and CEDA, the new two-day course has been designed to provide engineers working within commercial catering to acquire the basic electrical competence and knowledge needed to work safely on equipment and components. New legislation demands that engineers now need to prove competency with electrics in order to carry out even the most routine of tasks

*"The relationship between gas and electricity has evolved and there have been amendments to the law which reflect this," said Martin Dagnall, Technical Training Manager for Combico UK.*

*"Gas engineers working within commercial catering now have to*

*be more electrically competent due to the nature of the technology being used in modern equipment.*

*"This new City & Guilds accredited course is an opportunity for engineers to acquire the basic electrical competence and knowledge needed to work safely on commercial catering equipment and components"*

The course covers safe isolation, testing and measuring, circuit protection, fundamentals of electricity, circuit layouts and how to perform tasks safely and competently using a range of test equipment.

Martin adds: *"This course is a sign of intent from Combico UK, the aim is to extend our training provision.*

*The technology and equipment we use allows candidates to learn on the kind of equipment they will come into contact with every day."*

The current scheduled course dates will take place on site at *First Choice Group*, Blakeney Way, Kingswood Lakeside, Cannock WS11 8LD. The cost of the course is £420+ VAT for members of CEDA and CESA and £600 for non-members.

Martin added the ambition to develop provision at the company's new multi-million-pound state-of-the-art headquarters will also result in greater opportunities for gas engineers.

*"Combico UK is a specialised business which is dedicated to supporting the commercial catering industry," he said.*

*"Our focus is clear, quality matters so our training is organised and facilitated to ensure engineers receive both the knowledge and the experience they will need to succeed in the industry.*

*"The technology and equipment that we use provides candidates with the chance to work on the kind of equipment they will come into contact with every day. Having this familiarity is crucial as it means they are fully prepared to carry out work with the insight and expertise that's required." ■*

If you would like to book your place on the course or require more information on CEECC training, please contact the Combico UK Training Centre on 01543 460385 or email Simon Groucutt, Training Co-ordinator at: [simon.groucutt@firstchoice-cs.co.uk](mailto:simon.groucutt@firstchoice-cs.co.uk)

## A GOOD DEAL TO LIKE DURING HOST EVENT

A Krupps hosted dealer training day saw distributor and service company representatives from across the UK and Ireland descend on *First Choice Group's* new Kingswood lakeside headquarters.

Focussing on topics like installation, service problem solving and spare part and warranty procedures the training was delivered by our Commercial Manager John Scott and Export Managing Director with warewashing giant Krupps, Riccardo Scuotto. Krupps Italy's head engineer Michele Barbieri and

marketing manager Manuel Petrucci oversaw the technical training.

Martin Dagnall, Technical Training Manager with Combico UK, *First Choice Group's* specialist training division, was also on hand to deliver engineer training to an MKN consortium.

*"Hosting the event in partnership with Krupps, here at our brand new offices, gives us a real impetus for sharing best practice in the future," he said.*



*"The event was also an opportunity to push our training provision, which is increasing now we've moved to Lakeside." ■*

*First Choice Group Commercial Manager, John Scott assisting Krupps with their service training.*