

“Innovative Designers, Manufacturers and Installers of Custom Built Hot, Cold & Ambient Display Equipment and Solid Surfaces”

OPTIMISING & INCREASING YOUR MERCHANDISING SPACE...

LOCATION: Installed in several locations throughout the UK, originally created for Philip Warren & Son - Innovative Cornish Butchers. **(Q Guild Butcher)**

FACTS: There are principally two types of refrigeration available to butchers – **Ventilated**, otherwise known as “Blown Air” refrigeration, where air is circulated via fans over the evaporator or **Static Cooled** refrigeration, where the product is chilled through natural convection. The most critical decision for a butcher when choosing a “serve over” counter is the type of refrigeration required. Ventilated refrigeration tends to have the advantage of allowing additional refrigerated shelving **BUT** dries the product, thus lowering shelf life and increasing wastage. Therefore Butchers often choose Static Cooled refrigeration to avoid drying of products, but ultimately sacrifice the additional shelving Ventilated refrigeration allows.

OUTCOME: Bailey & Smiths are British manufacturers of unique and patented display counters individually designed for the aspiring butcher. They have the ability to manufacture a serve over counter with static cooled shelves that allows the products to chill through natural

convection rather than forced air. This obviously dramatically increases the refrigerated merchandising space within the counter.

Graham Smith, Director of Sales and Marketing at Bailey & Smiths, says “Our counters are not the cheapest on the market but we have the ability to manufacture made to measure counters individually tailored to suit each business, Philip Warren approached us with two general needs, firstly that he required a refrigerated shelf and secondly that he did not like “Ventilated Refrigeration” as not only does it dry the fresh meats inducing weight loss and decolouration, but additionally the counters are far harder to keep clean. Philip maintained that he needed to hose down his counter and not dry his products out, but he wanted a shelf to increase merchandising space resulting in higher turnover... Bailey & Smiths took the initiative and developed a “Static Cooled Refrigerated Shelf” with a main deck that was a completely sealed unit, plumbed into main drains and which could be easily cleaned down...”

Bailey & Smiths are innovative designers, manufacturers and installers of “**Custom Built Hot, Cold & Ambient Display Counters**”. The company prides itself on being British and in

its ability to manufacture made-to-measure cabinets individually tailored to suit each specific business. “I believe we are one of the only producers of display counters that truly design counters to meet our customers’ requirements,” said Graham, who has been a key player in many shop refurbishments for “Award Winning” Shop Refurbishments such as Gonalston Farm and Weeton’s to name but a few... Bailey & Smiths premium quality, custom built hot, cold & ambient counters can positively increase your percentage sales and profit once installed. With 30 years’ experience they can, through the use of clever design, optimise an effective merchandising space. From custom design to installation, quality materials are hand crafted to create the perfect investment for your business. “We are confident that we produce the best quality custom built counters on the market and strive to exceed expectations. We urge our customers to **Buy British!**”

**Bailey & Smiths Ltd
Launches New Website
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BAILEY & SMITHS LTD HAND BUILT DISPLAY COUNTERS



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- PHILIP WARREN & SON

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Chocolatiers
Delicatessens
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Hotels, Restaurants & Bars
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