



counterline 
setting the standard



bespoke counters



Ever since its foundation in 1983, Counterline has lead the way in the design and manufacture of the highest quality bespoke food service counters.

Our client portfolio includes some of the country's most prestigious corporate head offices and almost every high street retail chain where food and beverages are sold together. This is a clear testament to Counterline's unrivalled reputation for providing the right counter, to the right specification, at the right price.

Calling upon over 27 years of design experience and expertise, Counterline is still the number one name in the marketplace. For aesthetic design, technical innovation and quality of service, Counterline leads and sets the industry standard.

Counterline is totally committed to maintaining its position as the clear leader in the counter and food display market. We are determined to set new standards and benchmarks for quality, workmanship, innovation, service and value. Our portfolio of counters satisfies the requirements of customers on every level.

Architects, consultants and interior designers can leave their own distinct design mark on the counter appearance – and stay within budgetary guidelines.

Whether designing for a prestigious hotel, head office restaurant, or for serving simple school meals, Counterline has a solution you can count on to meet your needs.



a display of





contents

01	Introduction
04	In-House Manufacture
04	Counterline Build Standards
05	The Counter Process
07	Bespoke Counters
09	Countertops
11	Fascia Panels
13	Trayslides & Extended Tops
15	Drop-In Displays
17	Testimonials

quality and expertise





in-house

TRUMATIC 500





In-House Manufacture

Counterline prides itself on in-house manufacturing. Using a combination of state of the art facilities and traditional handcrafted techniques, we can produce virtually any counter or display component.

Counterline boasts some of the most advanced CNC machinery available in the industry, allowing us to offer the highest quality of component parts in the manufacture of our products.

Our continued investment in machinery and employee development allow us to offer an extensive product range, ongoing product development and tailor made products to meet specific customer requirements, all of which are produced to the highest quality and standard.

Counterline Quality

Nothing is more important to us than maintaining the highest levels of service in our industry, in every aspect of our business. Based in Merseyside, our 27,000m2 factories contain all the necessary CNC equipment for the vast majority of counter and display components to be manufactured in-house under rigorous quality control.

Research & Development

Counterline continues to invest in R&D and product development. Working prototypes are built and tested to ensure optimum food temperature control is maintained and international industry standards are adhered to.

Design At Counterline

Design and development is one of Counterline's biggest strengths. We work from an interior designer's conceptual ideas and turn them into a durable and functional piece of catering equipment with the absolute minimum of compromise.

We work with our customers to design and manufacture their own brand counters and displays.

Counterline Build Standards

Counterline comply with all of the following UK and European building legislation.

EC DECLARATION OF CONFORMITY

- i) As detailed under the European Machinery Directive 2006/42/EC and under UK legislation The Supply of machinery (Safety) Regulations 1992 (SI 1992/3073).
- ii) As detailed under The Electromagnetic Compatibility Directive 2004/108/EC and the UK legislation, the Electromagnetic Compatibility Regulations 1992.
- iii) As detailed under The European Low Voltage Directive 2006/95/EEC and the UK legislation, The Electrical Equipment (Safety) Regulations 1994.
- iv) As detailed under the Waste of Electrical & Electronic Equipment (WEEE) Directive 2002/96/EC article 11(2) and UK legislation Waste, electrical and electronic equipment legislation 2006.

Transposed Harmonised Standards

BSEN ISO23953-2 Refrigeration display cabinets: classification, requirements & test conditions.
BSEN 12100-1 Safety of machines: concepts, general principles for design; basic terminology & methodology.
BSEN 12100-2 Safety of machines: basic concepts, general principles for design; technical principles.
BSEN 60204 Safety of machinery: electrical of machines.
BSEN 50081-2 Electromagnetic Compatibility: generic emission standards, industrial environment.
BSEN 61000-6-2 Electromagnetic compatibility (EMC): generic standard, immunity for industrial environments.
BSEN 60335-2-6 Household & similar electrical appliances: safety requirements for stationary cooking ranges, hobs, ovens & similar appliances.

Other Standards

BS 2501 – Specification for commercial refrigeration storage cabinets of the closed reach-in type
BS 5378 Safety signs & colours.

- i) As detailed under The Electromagnetic Compatibility Directive 2004/108/EC and the UK legislation, the Electromagnetic Compatibility Regulations 1992.
- ii) As detailed under The European Low Voltage Directive 2006/95/EEC and the UK legislation, The Electrical Equipment (Safety) Regulations 1994.
- iii) As detailed under the Waste of Electrical & Electronic Equipment (WEEE) Directive 2002/96/EC article 11(2) and UK legislation Waste, electrical and electronic equipment legislation 2006.

The counter process

There are a number of clearly defined phases to move from a designer's initial concept to a finished installation.....

01 Tendering

We can be asked to tender for a project based on anything from a freehand sketch to a fully detailed specification and detailed drawings.

In every case our experienced estimators will quickly prepare a quotation and specification for you, always guiding you to the options giving the best value for money.

02 Design & Development

We take a designer's concepts, ideas and dreams, and make them come to life. We manufacture catering equipment that not only looks the part, but also performs to the highest standards.

03 Project Management

We place great importance on maintaining a close working relationship with our customers. Every counter project is handled personally by an experienced contract manager, from design development and drawing approval right through to manufacture, installation, handover – and beyond.

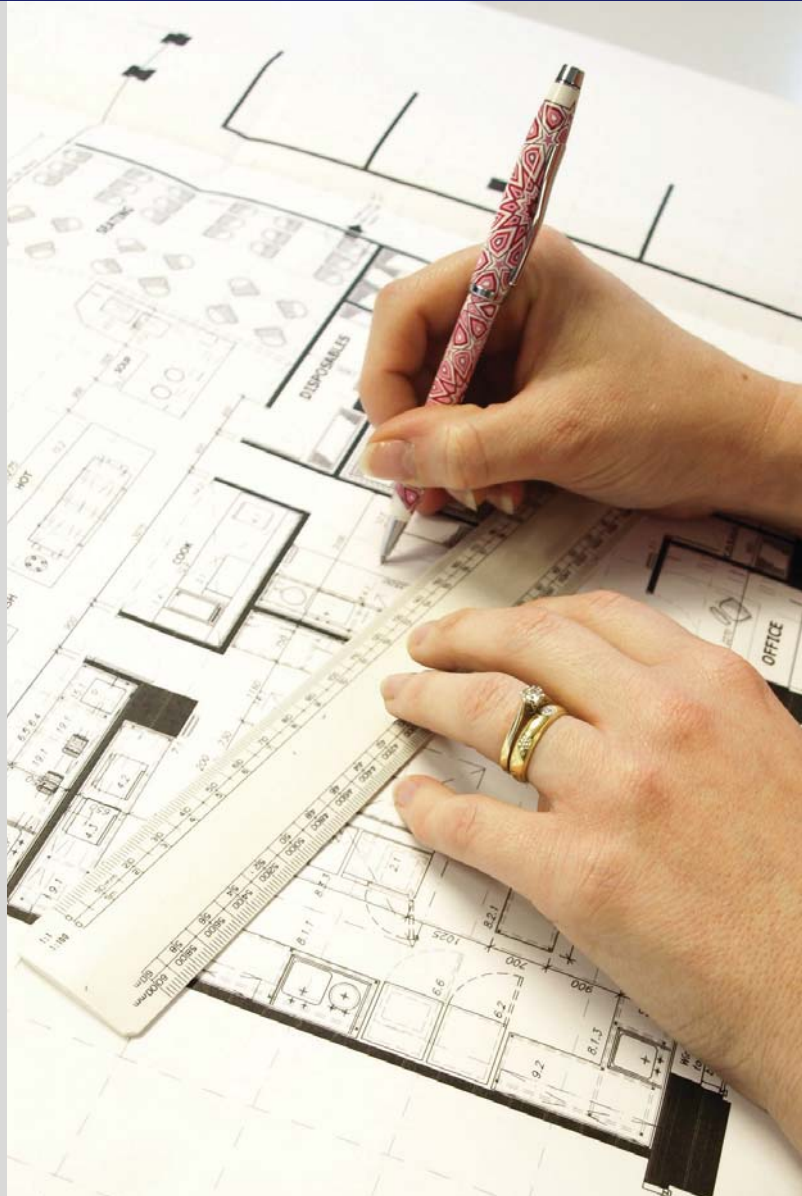
Once an order is received, the Contracts Manager is appointed and a programme of works are agreed. Shop floor manufacture will be carefully co-ordinated to accommodate the client's required delivery date.

Fully detailed manufacturing drawings will be produced by our drawing office and submitted for construction approval.

Our sales, contracts and estimating departments comprise of fully qualified tradesmen who can offer first hand advice.

04 In-House Production

Our state of the art manufacturing facility can undertake the production of virtually any counter or display component. In house counter manufacture uses a combination of our state of the art CNC machinery and traditional hand crafted techniques.



project managed



05 Inspection & Testing

Once assembly is complete, the counters are fully inspected and tested to ensure dimensional accuracy, operational and technical compliance with manufacture drawings and specifications.

06 Packaging & Delivery

Once the counter manufacture is complete, the units are broken down into smaller manageable sections and packaged for safe transportation to site. Full method statements and risk analysis sheets are produced prior to any installation and submitted to client or main contractor on site.

07 Site Installation

Site installation commences using Counterline's own manufacture team. The team that builds the counter in the workshop usually continues the process on site.

08 Handover & Training

Full instructions regarding operation and periodic maintenance are given by our Contracts Manager on site. A full operation and maintenance manual is issued for future reference and inclusion in the site Health and Safety file. The counter and its components are then fully covered with a 12 month parts and labour guarantee.

09 After Sales Service

In the unlikely event of a breakdown, our highly qualified and experienced service engineers are available for Nationwide site attendance within 48 hours from call out to restore your equipment to the high standard of operation that you will have become accustomed.

Our fleet of service vehicles are kept fully stocked with all of the major operating components to facilitate a one visit solution to your breakdown.



in-house skills



bespoke counters

Counterline's bespoke counters represent all that you would expect from the countries leading supplier of food service systems. Our quality is unrivalled in the industry for both attention to detail and innovative design.

In keeping with modern architectural and design requirements, we constantly research the suitability of new manufacturing materials, allowing us to offer our customers the very latest in high performance materials and finishes.

The client can rest assured that the counters will not only look attractive but will function in compliance with all of the UK and European manufacturing directives to achieve CE certification standards and the ISO 23953 - Classification 3M1 refrigeration build specification (see page 04 for full details).

We operate a policy of continued design improvement so that you can be assured you are receiving a product that will not only be highly reliable but will achieve a broad range of operational criteria resulting from over 27 years of client liaison and valued feedback.





The countertop is one of the most dominant visual features of any counter, going a long way to determining its final aesthetic appearance and effect. It's also a key element in the total cost.

Available in granite, stainless steel and solid surface composite materials such as Corian™, there are a wide variety of options to suit even the most specific of needs.

- A wide variety of granite and solid surface composites are available.
- Alternative edge moulding details are available for all materials.
- Granite and solid surface composites that are suitable for any counter shape.
- Stainless steel for straight and angled counters.
- Counterline can offer a range of reclaimed products for use in the counter body.

Granite Countertops

Cut from matched high quality 20mm thick slabs, Counterline's selection of granite countertops provide a perfect balance of durability, weight and cost. State of the art computer controlled technology is utilised to ensure accuracy of fit with close, even joints. All visible edges are polished and all sharp corners removed from joints. **Note: Countertops cut from 30mm or 40mm slabs are available at an extra cost.**

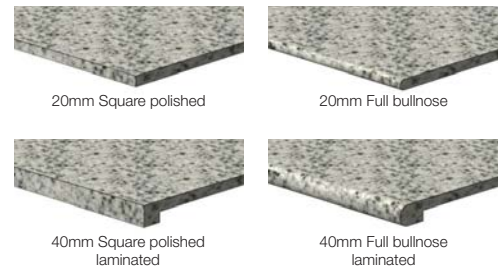
Countertops can be made from any natural or man-made granite including:

- Slate
- Marble
- Quartz stone

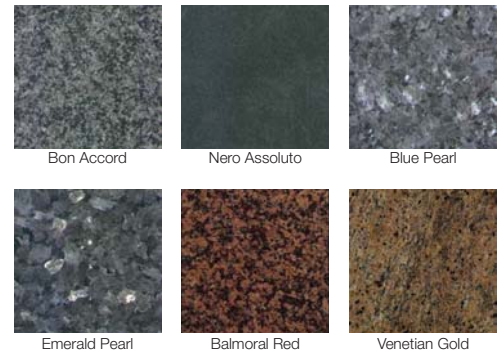
When selecting your granite countertop, select both the material and edge detail.

Examples of edge details in granite:

- Square polished – a value option that works well with separate trayslides and which is standard to the operator's side of all counterline granite worktops.
- Laminated to 40mm and square polished – distinctively styled edge detail which works well with separate trayslides.
- Laminated to 40mm with fully bullnosed polished edge – a luxurious edge detail.
- Full bullnose 20mm – creating a softer feel often used on curved counter.



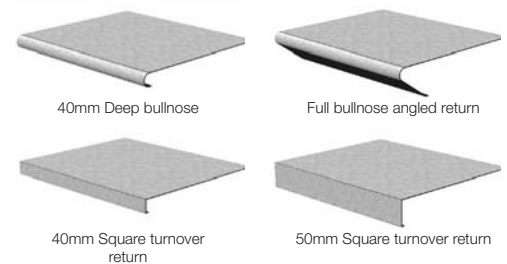
Examples of popular granites



Stainless Steel Countertops

Most suitable for straight and angled counters, our stainless steel countertops offer a stylish, traditional, durable and economical solution.

They are fabricated from 1.5mm / 2mm thick, satin polished quality 304 grade material with all edges and corners de burred. Designed with butt joints, the countertops are bonded to a 20mm thick laminated reinforcement for rigidity and sound deadening, for added rigidity and sound suppression.



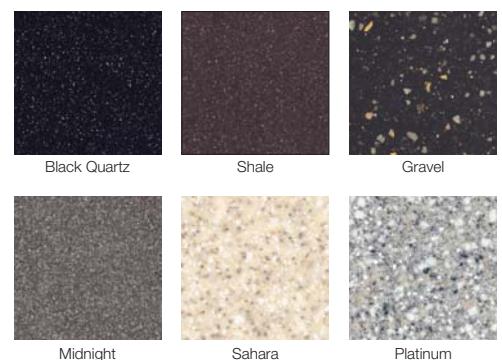
Solid Surface Countertops

Composite countertops are suitable for any shape of counter. Perfectly smooth, fully sealed and offering the ultimate in hygiene. Moreover, if chipped or broken, solid surface countertops can be repaired on site leaving no trace of the damage.

The countertops are 13mm thick and designed with expansion joints to eliminate the risk of cracking. A range of solid surface materials is normally available including Corian™, Avonite™, Tessaro™ and Surrell™ and are offered in a wide variety of colours from the worlds leading suppliers. We can arrange for various samples to be sent from various manufacturers.

Standard edge detail is a 33mm deep turndown to both sides of the counter.

Examples of popular Corian™ colours



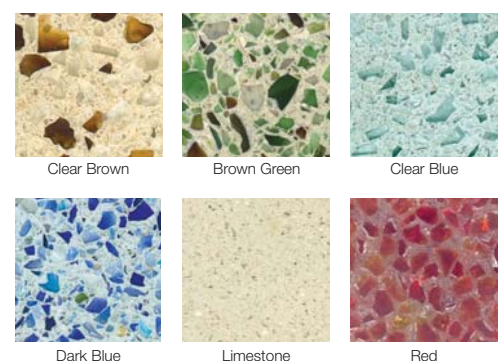
Recycled Glass Countertops

Recycled glass countertops are durable and stylish environmentally friendly materials which are made up of thousands of recycled glass fragments (coloured, clear or both) which are held together with a specially developed solvent free resin, that can be matched to almost any colour imaginable.

Benefits of recycled glass countertops:

- They are made from up to 95% recycled materials
- Hygienic and easy to clean and maintain
- Durable scratch resistant polished surface
- Class A rated for high impact resistance
- Attractive
- Eco friendly

Examples of popular Recycled Glass Countertops





fascia panels

Counterline offers a superb selection of fascia panels finished in either plain colour, wood-grain, solid wood, stone, corian, glass, textured laminate or stainless steel.

Fascia panels are usually between 1000mm and 1200mm in length and are based on 18mm MDF. The standard detail between fascia panels is a 6mm wide shadow gap finished to match the adjacent panels. Options include vertical stainless steel strips and fascia lighting.

Wherever possible, fascia panels are made removable for service access. All flat panels will have a balancing laminate and discreet air intake grilles are added automatically for integral condensing units.



Woodgrain Laminate / Veneer

Woodgrain laminate is generally selected from two core ranges: **Premier range** woodgrains are true timber veneers laminated onto a backing substrate. **Economy range** woodgrains are the least expensive range based on colour printed woodgrain images.

Frontage panels can of course be manufactured to suit your requirements using true wooden veneers available from FSC certified timbers, sealed in lacquer or protective finish application of your choice.



Stone Fronts

Topwork matching or complimentary stone frontages can be manufactured to suit all uniform or monolithic counter design requirements. Generally constructed as permanent bonded panels to the support framework, strategic sections are manufactured to be removable or hinged with imperceivable joints providing access to internal service void or mechanical equipment housed behind.



Plain Colour Laminate

Plain colour laminate combines a simple design solution with an extremely wide choice of colours supplied from the country's leading manufacturers.



Stainless Steel

Available as plain satin polished or a wide variety of embossed, perforated or textured designs, our bespoke stainless steel frontage panels enable you to create many different looks to your restaurant.



Glass Front

Back-lit glass or back painted glass is available as a modern and stylish alternative to traditional finishes.



Custom Final Finishes

Don't despair if you can't find what you're looking for. Providing the proposed finish is fit for purpose, we will almost certainly be able to work with it. We can produce fascia panels in high gloss lacquer, book-matched veneer and varioni tiled formats.



trayslides & extended tops

Nearly all front counters will require a trayslide area of some type. This can take the form of an extended top or it can be a separate assembly fixed to the front of the counter.

The extended top gives less guidance to the movement of the tray but offers a cleaner overall feel to the counter.

A compromise is to maintain the countertop material through into the trayslide, but to set it down a little to provide guidance for the tray.

The choice is yours.

Standard Trayslides

The tubular trayslide consists of three 25mm diameter stainless steel tubes supported on rigid brackets.

If preferred, you can also opt to increase the tube diameter to 32mm.

The tubes or bars are often curved at the ends of the counter to reduce the risk of injury to young children.

Note: This detail must be requested at the design / estimating stage.

The flat bar trayslide consists of four 40x6mm stainless steel bars supported on rigid brackets.



3 rail trayslide with curved ends



3 rail trayslide with stopped ends

Special Trayslides

If you require a special trayslide, there is virtually no limit to the possibilities.

Just remember that the trayslide must be capable of supporting an unevenly loaded tray without risk of tipping. Standard trayslides will safely accept trays up to a maximum width of 350mm.

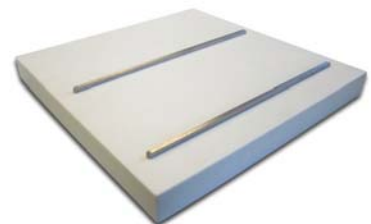
If your tray is wider, we can offer special trayslides to suit.



An example of a dimpled trayslide



An example of a stainless steel trayslide with machine-formed raised dimples



An example of a stainless steel railed trayslide

Extended Tops

An extended top will increase the countertop width from 760mm to 1050mm and may be provided with stainless steel wear strips or raised stainless steel buttons.

These are optional with granite but are essential for solid surface countertops.

Extended stainless steel countertops will have traditional swages or raised "bumps".

The trayslide area is usually supported by increasing the depth of the framework. Alternatively the fascia panel can be brought forward by approximately 150mm creating a 'bolster' effect.

This can throw the fascia panels into shadow and, if required, fluorescent lighting concealed behind a polished stainless steel pelmet can be specified.



Extended top with dimpled trayslide



Counterline offer a unique range of distinctively styled idesign drop-in display systems, all of which integrate seamlessly within our bespoke counters.

Heated drop-in displays are available as traditional bain maries, ceran hotplates and enclosed delis. Chilled drop-in displays are available as simple wells, open decks, enclosed delis and multi-decks. Counterline are also pleased to introduce a brand new ice cream conservator following many requests from customers.

Most units are available in at least three lengths, allowing you to match the available space with a unit that provides the capacity required. For that really special project we can start with a blank sheet of paper and produce a custom unit styled to match your specification.

For the full range of drop-in displays, please see our idesign brochure.

integrale

It was a major challenge, but we've taken Counterline's original display range first introduced in 1998 - and improved on it.

The traditionally styled idesign integrale range features satin and brightly polished stainless steel with multi layered chromium plating and curved toughened glass. The attractive styling is sure to catch the eye of today's interior designer, while the specification ensures that integrale offers exceptional value for money.



integrale heated bain marie

manhattan

The idesign manhattan range of displays lives up to its name.

With its uncompromisingly art deco inspired rectilinear design elements, the range echoes the famous Manhattan skyline. The combination of satin and brightly polished stainless steel with the finely polished edges of bonded 10mm flat glass give the unit a timeless elegance based on simplicity and purity of design.

Manhattan maintains the long-held idesign tradition of fitness for purpose and reliability, but also appeals to the interior designer by offering a more exclusive aesthetic solution.



manhattan chilled display deli

da vinci

The idesign da vinci is a work of art in itself.

Beautifully sculpted, superbly engineered, it combines satin and brightly polished stainless steel, and also features multi layer chromium plating, finely polished curved glass edges and subtly textured epoxy paint. The glass curvature is also reflected in da vinci's gently arcing supports and elliptical lighting duct.

The result is a drop-in display range that gives you the best of both worlds. Stylish good looks designed to appeal to the eye of the interior designer, together with an unbeatable performance.



da vinci heated ceramic glass hotplate

vision aire

Looking for a range of chilled, heated and ambient food display units that's sure to catch the eye? Set your sights on vision.

A revolutionary range of drop-in heated, chilled and ambient food displays. All vision units follow the same attractive profile, which means that any mix of units can be combined together to form a continuous counter run.

Vision lets you present most types of food perfectly while maintaining the correct temperature. Combine this with low running costs and vision is ideal for restaurants, high street cafés, coffee shops and convenience stores.



vision heated drop-in display for assisted service

ice cream conservator

Counterline are proud to introduce a brand-new ice cream conservator to add to our drop-in range.

The units are built for drop-in application and are constructed entirely from 304G stainless steel with a lockable glass sliding lid. The visible top flange and sliding door mechanism is protected from frost build up by an in-built thermal break and concealed trace heaters.

The temperature range is adjustable to give a choice of working temperatures between +5 and -25 degrees C for storage of a wide range of products.

Each unit has a top working tier and an additional lower tier for storage of 2No or 4No back containers dependant on model size.



ice cream conservator (4/1)

Barton Grange

"Having worked with Counterline for many years, I can feel assured that I will receive the same premier quality commitment to an individual project, whether it be a singular free standing refrigerated display or a full high specification restaurant installation."

From their dedicated front end sales and Contract Management team, through to production, installation and after sales support, I as the customer need reliable and professional partners, with Counterline I have that- I am not just working alongside yet another manufacturing company. I am sure that their continued quest for excellence and product development will keep them at the top for many years to come".

Jack Sharkey, Managing Director, Vision Commercial Kitchens



Cricket St Thomas Hotel

"As the second of such projects for the same client, we have again been highly impressed by the professionalism and commitment shown by the Counterline team involved with this demanding scheme. Following late major design changes requested by the client, Counterline responded immediately with new drawings and costings and an enthusiastic, positive approach to achieving the final counter configuration."

Thanks to the prompt attention given by everyone the project was never allowed to slip beyond the agreed delivery date and I am happy to report our clients' delight at the finished product. As a result, we have already been asked by our client to begin discussions for the next project scheduled for early in 2010".

Stuart Dixon, Project Sales Manager, The Carford Group

Liverpool F.C Academy

"Counterline were extremely helpful in listening to our requirements and making them a reality. We were very impressed by the quality of the final product and equally impressed with the service and communication from Counterline."

It is a rarity to find a company that once an order has been placed can work around your operational needs and not their own. We will be using them again for future projects in the not so distant future".

Peter Shaw, Assistant Executive Director, Liverpool Football Club



Reading School

"Reading school was an incredible success and is being praised from the Headmaster of the school to the Senior Directors of Sodexo."

The excellence of the work everyone did and the incredible turn round in the time frame was just amazing and I can't thank you all enough".

Cathy Wilcox, Projects Manager, The Carford Group



State Street Bank

"We have been associated with Counterline over the years because of the high quality of their bespoke counters. In the last two years we have been involved with Counterline on four high profile projects in Ireland, three of which are with a major UK based design catering consultant."

As they are all complex bespoke design counters I cannot compliment Counterline enough for their professional input especially from their project team. They make all projects run smoothly either large or small."

Keep up the great work and support".

Conrad Greene, Commercial Director, Stephens Catering Equipment Ltd.

Stowe School

"We were introduced to Counterline through the catering consultancy Sterling Food Service. We wanted to create a 'food court' environment which would allow our catering department to extend the food fayre on offer and to allow a faster 'flow-through' of people. At the outset, we met with a senior manager of Counterline. We explained our needs and we were impressed with the fluidity of information that came out from Counterline and then the technical support we received from their technical staff once orders had been signed."

In short, we found Counterline to be thoroughly professional. The quality of the equipment is very high and we have been delighted with the end product which was made ready to the most stringent time scales laid down".

John Wilmot, Burser, Stowe School





setting the standard



Counterline Limited
Unit 12 Randles Road
Knowsley Business Park
Merseyside
L34 9HZ
United Kingdom



tel: + 44 (0)151 548 2211
fax: + 44 (0)151 549 2179
email: enquiries@counterline.co.uk
web: www.counterline.co.uk

CE All images, photographs, text, diagrams, brand names, logos and other artistic or literary works contained in this brochure (Intellectual Property Rights) are protected by copyright, database rights, design rights, registered designs, trade marks or service marks, trade names or know how (whether registered or not) and all rights or forms of protection of a similar nature anywhere in the world including any applications for any of the foregoing.

All Intellectual Property Rights in this brochure or appearing on our website or promotional material are owned by or licensed to Counterline Limited, and may not be reproduced or copied without permission.

Terms & Conditions / Warranty

Full details of Counterline's Terms & Conditions and 12 months parts and labour warranty in the UK are available on request.