

*"This open-fronted display offers three solutions in one shell, which most retailers will agree is the ultimate space-saving system when it comes to grab and go operations.*

*With two heated levels, three chilled levels and the option of an ambient basket, the system displays all the hallmarks of flexible catering equipment design".*

Catering Insight Magazine



**CATERING  
EQUIPMENT  
OF THE YEAR 2014  
WINNER**

counterline   
setting the standard



new experience  
part of the iDesign range

# new experience

# counterline solutions for convenience food & drink merchandising.

Our **new experience** exclusive range of attractively styled free-standing food merchandisers enables you to present food and drink in heated and chilled matching displays to offer a complete meal selection.

Our units offer unparalleled performance and flexibility in the market for 'Food-to-Go' convenience shopping demanded by the consumer and retailer today.

The chilled units come with the performance and quality expected from Counterline products and our industry first fan assisted heated units give the retailer total flexibility in regards to the produce that can be held in these units from morning to evening, allowing them to tailor their offers to suit.

The **new experience** range offers three zones of display which help maximise product merchandising in a variety of widths, and are available in neutral or branded finishes.

Our newest model (ECHF600) in the 'Food-to-Go' arena is a UK industry first which has already won awards for its innovation and versatility. It offers a combined hot and cold merchandiser in one footprint!

With energy efficient heating elements and LED lighting, (in chilled units only) combined with a 13 amp supply for most units, running costs are kept to a minimum.

The **new experience** range is great way to offer 'Food-to-Go' solutions to your customers.

Counterline's exclusive styling and advanced technical features come as standard.



## contents

|              |    |
|--------------|----|
| introduction | 02 |
|--------------|----|

Introduction to the new experience range.

|                   |   |    |
|-------------------|---|----|
| total convenience |    | 03 |
|-------------------|---|----|

A heated, chilled and ambient display unit.

|        |   |    |
|--------|---|----|
| heated |  | 04 |
|--------|---|----|

A range of heated display units.

|         |   |    |
|---------|---|----|
| chilled |  | 05 |
|---------|---|----|

A range of chilled display units.

|         |   |    |
|---------|---|----|
| ambient |  | 06 |
|---------|---|----|

A range of ambient display units.

|           |   |    |
|-----------|---|----|
| beverages |  | 07 |
|-----------|---|----|

A beverage station for hot and cold drink dispensers.



For further information contact our Sales Support:  
[enquiries@counterline.co.uk](mailto:enquiries@counterline.co.uk)

# new experience



Counterline are delighted to introduce our new, award winning, energy efficient, fan assisted, Heated, Chilled and Ambient merchandisers.

This new member of the experience family has been designed as a market solution for cross merchandising in one unique slim line design.

Convenience food offers on hot, cold or ambient products can now be all displayed together saving on floor space, product wastage, energy, money and the environment.

### Plug & Play Design:

Only requires a 13 amp electrical supply.



total convenience  
heated, chilled  
and ambient  
merchandiser



| Stock Code | Overall Size mm           | Weight kg | Wattage kw |
|------------|---------------------------|-----------|------------|
| ECHF600    | 628(w) x 781(d) x 1918(h) | 165       | 2.8        |
| ECHF900    | 928(w) x 781(d) x 1918(h) | 185       | 2.8        |

model illustrated:

# ECHF600





new experience

## heated merchandise



Entice and tempt new and loyal customers with your unmatched variety of hot, prepacked snacks and meal deal solutions. Our range of heated merchandisers is highly varied in size, shape, and additional features, meaning we are sure to find the display that suits you.

New Experience merchandisers can be moved from wall to wall, positioned at the end or within a gondola aisle or integrated within deli areas.

All of our food merchandisers maintain the appealing look and product quality of more perishable foods for a far longer time period. For the best product quality, longest display times and reduced wastage choose the New Experience heated merchandisers.

### Plug & Play Design:

The EHF360 / 600 / 900 only requires a 13 amp electrical supply.



| Stock Code | Overall Size mm            | Weight kg | Wattage kw |
|------------|----------------------------|-----------|------------|
| EHF360     | 360(w) x 675(d) x 1918(h)  | 155       | 1.6        |
| EHF600     | 628(w) x 675(d) x 1918(h)  | 125       | 3.0        |
| EHF900     | 920(w) x 675(d) x 1918(h)  | 143       | 3.0        |
| EHF1200    | 1220(w) x 675(d) x 1918(h) | 160       | 4.0        |

model illustrated:

EHF600



# new experience



Aesthetically correct and practical at all levels to allow the perfect presentation of your delicious products and will maximise your sales potential.

Our refrigeration system ensures that even the most delicate of food products maintain their freshness and appeal. The New Experience chilled merchandisers will give you all this and more!

British Manufactured within our world class UK manufacturing and test facility certified to BS EN ISO23953 and Class 3M1.



## chilled merchandiser



| Stock Code  | Overall Size mm                 | Weight kg | Wattage kw |
|---|---------------------------------|-----------|------------|
| <b>New Experience Chilled With Angled Shelves</b> |                                 |           |            |
| EC600   | 628/651(w) x 781(d) x 1918(h)   | 161       | 2.5        |
| EC900   | 920/943(w) x 781(d) x 1918(h)   | 179       | 2.5        |
| EC1200  | 1220/1243(w) x 781(d) x 1918(h) | 196       | 2.5        |
| <b>New Experience Chilled With Flat Shelves</b>   |                                 |           |            |
| EDC600  | 628/651(w) x 781(d) x 1918(h)   | 161       | 2.5        |
| EDC900  | 920/943(w) x 781(d) x 1918(h)   | 179       | 2.5        |
| EDC1200   | 1220/1243(w) x 781(d) x 1918(h) | 196       | 2.5        |

**Please note:** The width of each New Experience chilled unit decreases by 23mm without the bumper. The bumper comes as standard but is omitted when rear doors are added to the display.

### Optional Rear Doors

| Stock Code | Door Code |
|------------|-----------|
| EC600      | EDR10     |
| EC900      | EDR11     |
| EC1200     | EDR12     |

model illustrated:

# EC600





new experience

## ambient merchandiser



Counterline's Ambient Confectionery display completes our range of merchandisers supporting you with our continuing professional look and feel.

Combined with the Counterline, Duel, Heated, Chilled or Beverage unit you will have the complete solution.

Adds a further dimension to your 'Food-to-Go' offer.

- Perfect for doughnuts, confectionery and cookies
- Removable shelf basket for easy replenishment and cleaning
- Illumination to all levels
- Integrated bag & tong holder
- Castors come as standard with this display
- Front Doors with a rear fixed back as standard
- Three shelf (mini) version available



model illustrated:

EA600

| Stock Code | Overall Size<br>mm        | Weight<br>kg | Wattage<br>kw |
|------------|---------------------------|--------------|---------------|
| EA600      | 628(w) x 675(d) x 1918(h) | 120          | 0.2           |
| EA900      | 920(w) x 675(d) x 1918(h) | 159          | 0.2           |



new experience



Counterline's Beverage Stations provide the complete platform to enable the convenience & retail sector to sell a selection of high quality hot or cold beverages from a highly visual and fully functional drinks station.

Eye catching marketing materials, lighting and other personal features can be created to provide the individual touch or tie into an existing brand.

Our high quality equipment is manufactured using the superior 304 grade stainless steel. This superior standard confirms enduring quality is assured.

- Ideal for coffee brewers, hot & cold drink dispensers
- Spring loaded cup dispensers
- Lid & condiment holders
- Integrated waste chute and bin
- Storage and waste compartment as standard
- Requires 2 x 13 amp sockets
- Castors come as standard with this display



beverage station



| Stock Code | Overall Size mm            | Weight kg | Wattage kw |
|------------|----------------------------|-----------|------------|
| EOCFT900   | 922(w) x 781(d) x 1918(h)  | 120       | 0.2        |
| EOCFT1200  | 1222(w) x 675(d) x 1918(h) | 159       | 0.2        |

model illustrated:

EOCFT900





**Counterline Limited**  
 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 parts and labour warranty in the UK are available on request.