

## Dress up your counter

“Our salad bar at Bromsgrove School displays Primeware’s Quality Melamine as it’s simply spectacular and cuts costs on our light equipment budget.” says Catering Manager, Nick Bryan. “It’s just like porcelain but unbreakable. With the wide variety of co-ordinating shapes and sizes it means we can change our salad bar design to suit our menu and give customers variety.”

Quality Melamine continues to be one of the most exciting products available in unbreakable display ware today - it looks and feels just like porcelain, is stackable, space-saving, attractively priced and available in black and white.



Other new developments from Primeware include more sizes in their Induction Porcelain range of dishes and these dishes now being available to order in black. Clive Waters, Catering Manager at Sparsholt College in Hampshire has been using Primeware’s porcelain induction dishes for nearly two years and is very happy with the performance, look and durability of these dishes.



Simon Farrer, Catering Services Manager with Education and Children's Services at Perth & Kinross Council uses Primeware's colourful GN and Grundy dishes for their schools hot counters. "We needed a durable range of dishes for our hot counter displays and Primeware's dishes in 6 colours and a wide variety of sizes enabled us to choose a different selection for each school. We were very pleased with the quality of service we received from Primeware."



Primeware celebrates its 15<sup>th</sup> year in 2013 and is adding a GN1/2 sized slate Hot Tile to its Hot Tile range. Heather Brooks, Sales Director says, "Customers are looking at flexibility, durability and value from their counter displays. We are always adding new items to our ranges led by customer demand."

Primeware's showroom is in London W4 and features their new Durabel Extreme range of porcelain dishes.

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### **Counter Displays to maximise sales**

Our products are often used as part of a brand image which in turn helps customers identify with that brand.

Our Quality Melamine & new Durabel porcelain products allow flexibility and creativity with displays as the products can be mixed and matched. We also offer a counter layout service for customers too busy or who need assistance with ideas. The caterer needs to ensure breakfast service looks different to lunch and to dinner.

#### **- Buying guide for counter display equipment**

1. **Think About Size** - consider the space you have available and how many people to cater for. What will it look like at quiet times or periods of high-throughput? Very often, a multi-portion dish range which is flexible and modular is preferable to cater for all sizes. If you are a large operator you'll need an attractive medley of dishes and a more systemised approach to counter display so you can cater for all occasions.
2. **Consider the Features and what the dishes should be used for** - before you make your purchase, you need to know what your temperature range and heat source are. Will you be cooking on a naked flame, are you cooking on induction or displaying on ceran or Hot Tiles?
3. **Think Functional Glamour** - tables of chic eateries everywhere have increased the popularity of simple white serving ware to act as a 'frame' for food. That said, think of your tabletop in the same way you think of fashion and add colour or texture with platters and other smaller items. Set accents with seasonal colours.
4. **Make it Last** – it's important to think about how long you want the dish to last. Cheap and cheerful might do the trick but only last a few weeks. Very often durability is not just down to price, it's down to how the customer looks after the product, how they wash and store it. A general rule of thumb is if you take care of your dishes they'll last a long time. For instance at Primeware we offer various ranges according to the required life-span. Another good

benchmark is to check how long a dish has been fired for. Vitreous dishes, for example, are more durable.

5. **Consider Colour** – Many people feel insecure about working with colours. What we often fail to appreciate is that we each have a lifetime of experience, which began as a young child. A simple colour consultation can draw on this and can change the entire look and feel of the most tired counter, giving old serveries an instant boost and sending out a powerful message. Very often it is underestimated just what colour can bring to the counter or table!

Caterers want products to last & with budgets being cut, Quality Melamine and our new Durabel porcelain range fills a gap in the market offering a quality product which is value for money & offers considerable cost savings long term.

Colour is back! Often just one colour will be used to highlight but it certainly will brighten any counter display.