

News Release.

March 2007



R H Hall Signs Exclusive Terms with Simply Stainless

National independent catering equipment supplier R H Hall has signed an exclusive 5 year rolling contract with leading Australian based steel fabrication manufacturer Simply Stainless. The deal gives R H Hall exclusive distribution of the company's range of professional modular stainless steel tabling, preparation, shelving and storage systems throughout the UK and Eire.

The range, which will be available nationally on a next day delivery basis, is extensive and includes: sinks, work benches, solid and pipe wall shelves, adjustable tier shelving, ingredient bins, drawers, wall cupboards, corner benches and salamander benches. Any configurations can be tailored for and bespoke requirements can also be accommodated. The Simply Stainless design approach offers straightforward and easy installation - the ideal working solution for all commercial kitchens, hotel laundries, restaurants and foodservice operations.

Ray Hall, Managing Director of R H Hall explains more;
"We are excited to bring this new range into the UK and Eire. The products are all manufactured from high-grade stainless steel and amply pass the 'knock-test' and 'stability test' - two ways of really benchmarking the true quality of a modular benching/tabling system. With the range, availability, quality and value for money, Simply Stainless will prove to be the industry leader in the UK as it is in many other markets and regions of the world. Simply Stainless is renowned for precision engineering and innovative design"

Design details include tubular legs for greater hygiene and the option of swivel castor legs or a manually adjustable stainless steel flanged fastened down foot. The precision engineering is marked by the highest quality tig welding of joints and professional finish to deliver the most stable product on the market. Fully welded sinks with gauge thickness uniformity and 3mm backing on bench tops delivers the strongest modular bench on the market. Such is the confidence in the products that all the range comes with a no quibble lifetime warranty.

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Tony Cousins, Executive Director at Simply Stainless comments on the new signing. “The UK and Eire have always been seen as an exciting market because of the strong industry base and a compact vibrant industry. We researched the market players to determine who would suit us best, not just for selling the product range but to match our philosophy and company culture. The culture and industry standing of R H Hall was, we felt, a perfect fit. The relationship with our sole distributors is very strong, based on partnering and trust, something we are very proud of and are convinced is a major factor in the market growth and acceptance of the product and its current market leader status.”

Ray Hall concludes, “The Simply Stainless’ QAV philosophy (Quality, Availability and Value) has, without doubt, carried the products forward to their current success. The company has had lots of experience in the custom made side of the business and the problems associated with it. Today, the Simply Stainless modular systems have overcome many of these pitfalls and made things much simpler for everyone without any compromise on design or function. This new deal provides us with a further opportunity to continue to develop our range of top brand products, helping to keep us forging ahead of the competition”.

The new range can be viewed at www.rhall.com or www.simplystainless.com. Or for further information, contact R H Hall Sales Office on 01296 663400.

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Notes for Editors:

- Simply Stainless was launched into the Australian market 8 years ago in Perth where their head office is located.
- This was Australia’s first complete modular knockdown, off the shelf system in the commercial kitchen market place.
- Simply Stainless is recognized as the quality market leader in Australia, NZ, the Pacific Islands, South Africa and growing recognition in the Middle East.
- The new range will be available nationally on a next day delivery basis alongside R H Hall’s already extensive catering equipment offering – over 10,000 products from 70 different brands
- With over 29 years experience of supplying catering equipment solutions to the foodservice industry R H Hall has now grown to be the largest independent catering equipment supplier in the UK – a nationwide ‘one stop’ catering equipment wholesaler.