

MICROWAVES FOCUS CATERING INSIGHT – MARCH 2016



Please attribute any quotes from this information to Ray Copper, Service Manager R H Hall

What parts and warranty offers do you have on your microwaves?

For the Sharp range of Commercial Microwave Ovens, this varies from 1 Year for a Medium Duty R21AT, up to 3 Years as standard on the Extra Heavy Duty models in the range – R22AT, R23AM, R24AT and R1900M. When purchased in conjunction with a Microsave Cavity Protection System, this 3 years becomes a 'Lifetime' 5 Year Warranty for the Cavity itself. All Warranties include Parts & On Site Labour as standard. Warranty Extensions and Maintenance Agreements are also available on request, via our Service Department. In addition to this, the Sharp range is backed up by readily available Spare Parts, which can be provided for Next Day Delivery via our Spares Team.

Why do you guarantee this length of time?

Having been Microwave Experts for almost 40 years and Exclusive Distributor for the Sharp range for 20+ years, we have a huge amount of knowledge, experience and confidence in this Commercial range. Sturdy manufacture results in an established reputation for quality, durability and reliability.

The value of the microwave also needs to be considered. Medium Duty machines are less costly to replace and often a new machine is more economical than costly repairs. For Heavy Duty machines, a larger investment up front should pay dividends for years to come

Do you provide maintenance training for distributors' engineers? If so, please detail.

Our vast experience with the microwave industry and a highly knowledgeable team means that we can offer maintenance training for Approved Service Providers. Working with engineers means that we are able to create better technical knowledge of the Sharp range throughout the industry and offer better support to all users, reducing costly down-time by efficient and reliable after sales service.

Do you see the microwave sector changing its approach to aftercare in the future – why/why not?

Change is certainly necessary and education is the key to ensure the maximum lifetime can be achieved from any Commercial Microwave. Regular maintenance means that we see microwaves that have been in service for 10+ years, just because they have been maintained correctly throughout their usage. Overall, maintenance saves money in repair costs and potential down-time, plus the extension to the life of the machine means it earns its initial value many times over. That being said for multi sited establishments we usually experience a 5 year life cycle is determined by the procurement and operational teams.

The most straight forward element of aftercare for any machine is regular cleaning, which is essential to ensure your microwave is working at its best - keep the oven's cavity and inner door clean of food spillage/deposits at all times. This will avoid cavity burn ups and prolong the life of its heart "The Magnetron". This measure will also help the consistency and speed of reheat/cook times. The Microsave Cavity Protection System is a unique and simple cavity liner which is safe to use, easy to clean and provides long term financial benefits. This invaluable add on is designed to work with the Sharp Commercial Microwave range and as mentioned previously, every Sharp sold with the Microsave CPS comes with a lifetime warranty on the cavity.

More and more users especially the multi sited chains are looking at the life cost of foodservice equipment in general and it has to be said that Commercial Microwave ovens from a reputable and proven brand like Sharp and Maestrowave provide exceptional value for money when spread over just a 5 year term let alone 10!

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