

## MICROWAVES FOCUS CATERING INSIGHT – MARCH 2020



*Please attribute any quotes from this information to Ray Hall, Managing Director, R H Hall*

***Would you recommend that dealers advise their end user clients to repair or replace their microwaves and why?***

There are many factors that would lead to this decision – including the cost of any repairs required versus the cost of a new machine - and we would assess each on a case by case basis. Training and knowledge is key to ensure a dealer has the expertise to advise a customer on the most cost effective way to get their microwave back up and running. 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 with efficient and reliable after sales service.

***Do you think lead times are generally greater to supply new microwaves or repair existing ones and why?***

Microwaves are generally available on Next Day Delivery throughout the UK, so a replacement can be quickly and easily provided – plus, most machines operate on a ‘plug & play’ basis, so an end user can be back up and running very quickly. However, working with an Approved Service Provider for a recognised brand will usually mean an engineer is quickly and easily able to attend site, identify the issue and obtain any spare parts required.

***Do you offer any new technology that can extend a microwave’s service life? If so, please detail.***

Unique inverter technology is now entering the commercial foodservice market and by consuming less energy than a traditional machine it is able to prolong the expected life span of the microwave. We can offer presentations and training to demonstrate all of the benefits of Inverter cooking! Whilst not new to the market, the Microsave® Cavity Protection system is a simple and affordable solution to help extend the life of many best selling microwaves on the market. By preventing food build up, it can help to avoid down-time and costly repairs.

***Are dealers demanding more robust microwaves or are they happy to supply appliances with a shorter planned usage period?***

There are 2 different approaches to microwaves and machines are available on the market to meet both requirements. There are many entry level machines available, at low price points, which meet simple reheating requirements and are often cheaper to replace than repair. However, it is always best to get the best possible product to ensure as much longevity as possible – so always consider the warranty and reputation of the product being purchased, rather than just the cheapest option available. For higher output/wattage machines, many users, particularly multi sited chains are looking at the life cost of foodservice equipment in general. These machines are often a higher investment and the warranty offered should back this up. Always look for a reputable and proven brand to provide exceptional value for money when spread over the expected product lifetime.

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