

It's refrigeration, but is it art?

Buying a commercial fridge used to be a dull job when it came to choosing the finish. Like Henry Ford, the suppliers would offer 'any finish you like, so long as it's stainless steel'. Now British manufacturer Precision has developed a range of commercial cabinets that look exciting but are every bit as tough and hygienic as the traditional type.



Precision has worked with a specialist metals company to develop the range in order to offer caterers coloured, textured and etched stainless steel cabinets, which can be further enhanced with clever lighting. The new finishes are available on most of the brand's refrigerators and freezers, including both undercounter and upright models.

"So many organisations are putting commercial catering equipment front of house, where customers can watch it in operation, and they want it to look not just good, but great," says Precision's managing director Jeremy Hall. "In designer bars and restaurants everything has to fit, to enhance the décor. We're talking about fridges as an integral feature of the overall design concept. In effect, refrigeration as art."

Source: eMediaWire.com