



CHURCHILL



**HOTELS**

Portfolio

Over 225 years of  
**PRODUCT  
innovation**

 Est. 1795

Uncompromising Service

**MARKET KNOWLEDGE**

Excellence in Design

Performance

**DELIVERED**



**CHURCHILL**



# CHURCHILL

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# Why Churchill?

## Global Network

We offer a first class service through a substantial global network of distributors with recent investment in warehousing, customer service and delivery.

## Stock Availability

We currently hold over 5 million pieces of packed stock in our global warehouses (UK, Rotterdam & Chicago) to ensure product availability worldwide.

## Design Innovation

The importance of providing a wide range of innovative choices to our customers is evident through our product launches and a product portfolio of over 3,000 products.

## Manufacturing Technology

The Churchill brand is globally recognised and we have a solid reputation as a manufacturer of the highest quality ceramic products.

## Quality Products

Rigorous and stringent product testing is carried out on our products, both independently and in our own UKAS accredited laboratories.



# PERFORMANCE DELIVERED

## 8 REASONS WHY A CHURCHILL PLATE IS MORE THAN JUST A PLATE



WE BLEND CENTURIES OF EXPERIENCE WITH CUTTING EDGE TECHNOLOGY AND DESIGN INNOVATION TO PRODUCE ONE OF THE STRONGEST CERAMIC BODIES IN THE WORLD.\*

Churchill's UK manufactured tableware is precisely engineered to perform to the demands of the hospitality environment. Every step in the process is practised and refined. From the sourcing of raw materials and unique formulation of the clay body, to

shape engineering and numerous quality checks ensuring that Churchill products work as hard as you do. Top industry chefs choose Churchill over other brands due to the performance, expertise and design of our ceramics adding value to their hospitality operations.

\* Based on MOR



01 PERFORMANCE MATERIALS

02 ENGINEERED SHAPE & FORM

03 VITRIFICATION & FIRING

04 GLAZING

05 QUALITY & CONFORMANCE

06 DESIGN INNOVATION

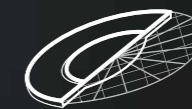
07 SERVICE & STOCK

08 HISTORY & HERITAGE



### PERFORMANCE MATERIALS

Our unique clay recipe is essential in creating a strong and durable product for the hospitality industry. Our raw materials are selected to deliver the optimum balance of strength and whiteness.



### ENGINEERED SHAPE & FORM

Every piece of Churchill's ceramic is designed with performance in mind. Through expert shape engineering, we reinforce strength and durability while continual investment in technology guarantees functionality and consistent quality.



### VITRIFICATION & FIRING

100% of Churchill's ceramics are vitrified which is essential to the hospitality industry. Through the process of vitrification, the particle structure of our ceramic body becomes strong, dense and watertight.



### GLAZING

Our glaze is hard wearing and designed specifically for the hospitality environment. The durability is a combination of the glaze recipe, the firing temperature and substrate. Our Eco Glaze is specially formulated to be re-usable, minimising our impact on the environment.



### QUALITY & CONFORMANCE

Churchill ceramics are continuously tested and quality checked, from the stage of raw materials, throughout the manufacturing process to the final fired piece.



### DESIGN INNOVATION

Churchill are experts in ceramic design and at the forefront of innovation. Our entire product portfolio is designed in the UK by our experienced and talented design team. We work with chefs from around the world ensuring we understand the needs of our customers.



### SERVICE & STOCK

At Churchill we are dedicated to reliability, ensuring our product is in stock and delivered on time. We pride ourselves on our stock levels and ability to deliver on time, all around the world.



### HISTORY & HERITAGE

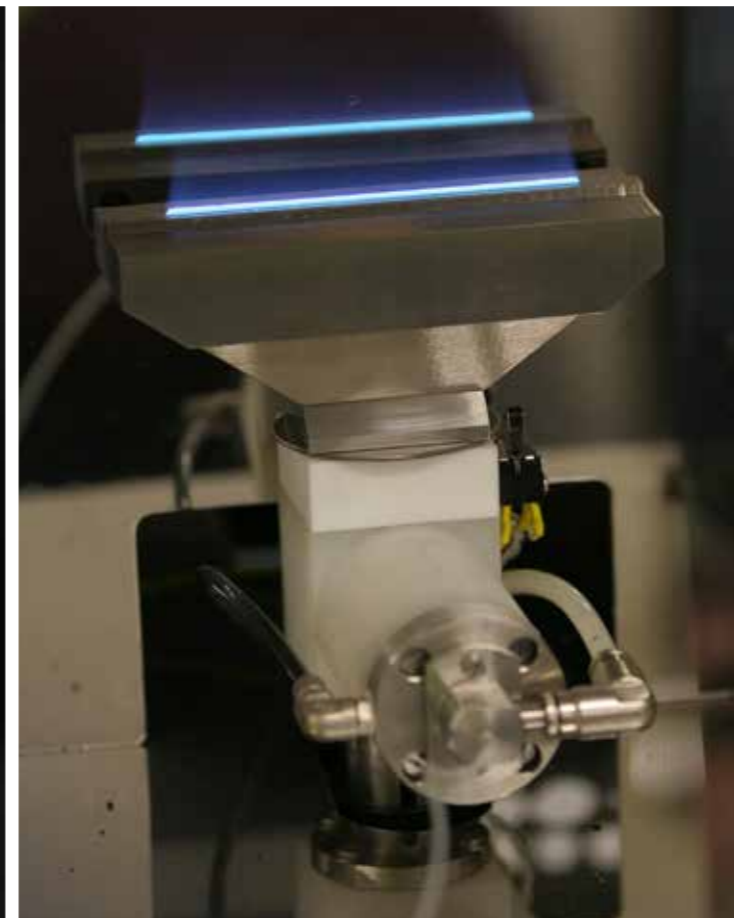
Established in 1795, Churchill have been manufacturing ceramics in Stoke on Trent, England for 225 years.

## QUALITY & CONFORMANCE

Churchill ceramics are continuously tested and quality checked, from the stage of raw materials, throughout the manufacturing process to the final fired piece.

### DID YOU KNOW?

We are a member of the BCC (British Ceramic Confederation), one of the leading bodies in ceramics.



### IMPACT & EDGE CHIP RESISTANCE

We understand the importance of edge chip resistance and engineer our products to perform in the busiest environments. Strengthening impact areas and adding a rolled edge improves edge chip resistance.

### TECHNICAL FACTS

11

We test our portfolio to 11 British, European and Global standards



### DISHWASHER DURABILITY

We test dishwasher durability to British Hospitality Standard BS 12875. In service testing has demonstrated that under hospitality use, this is the equal to 5000 dishwasher cycles. The equivalent of putting the same plate in the dishwasher everyday for 13 years.

### CONTINUOUS IMPROVEMENT

Our continuous improvement program ensures we aim to constantly improve the quality of our products.

### IN HOUSE LABORATORY

We test daily in our inhouse UKAS accredited lab:

- 01 Our Performance Materials - China Clay, Alumina, Ball Clay, Fillers and Fluxes
- 02 Engineered Shape and Form - Size, Shape and Stackability Size and Shape Consistency
- 03 Vitrification - Water Absorption
- 04 Glazing - Dishwasher, Glazing and Thermal Stability
- 05 Quality and Conformance - Edge Chip Resistance

# FOOD SAFETY



AT CHURCHILL, WE KNOW THAT FOOD SAFETY HAS ALWAYS BEEN A TOP PRIORITY FOR THE HOSPITALITY INDUSTRY. OUR COMMITMENT TO SUPPORTING FOOD SAFETY REMAINS OF HIGH IMPORTANCE TO US.

We blend centuries of experience with cutting edge technology and design innovation to produce one of the strongest ceramic bodies in the world.\*

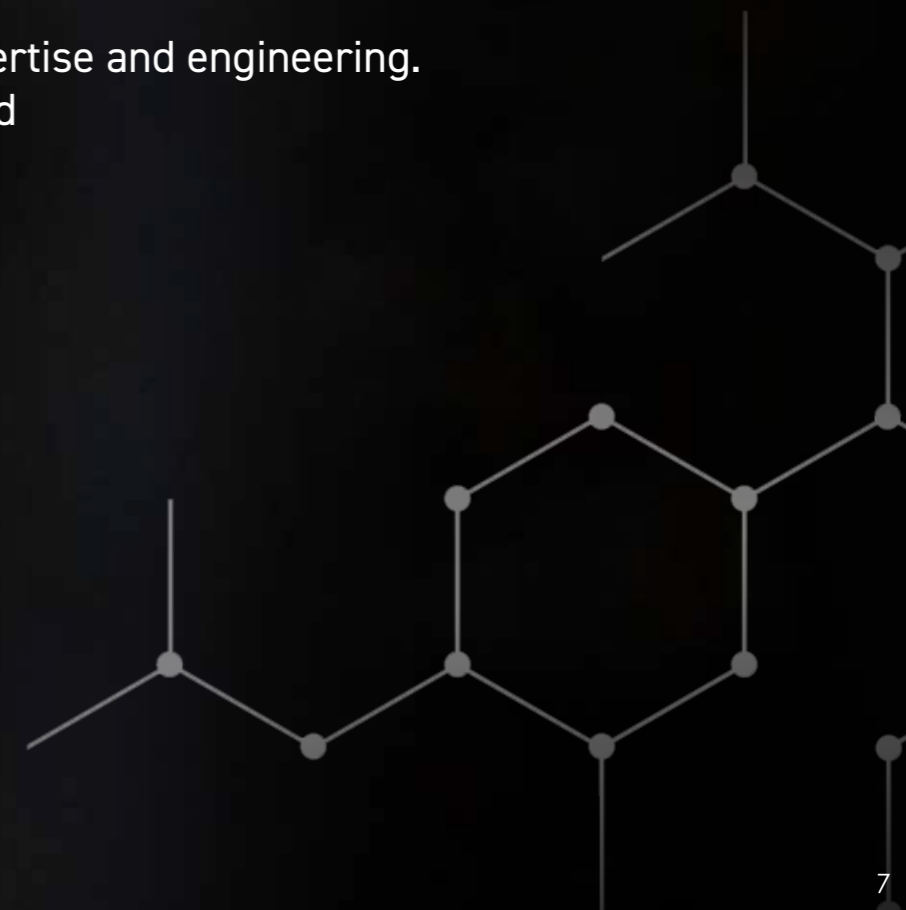
Choosing our vitrified ceramic products, each with a hard-wearing superior glaze and edge chip resistance, helps to support food safety.

The perfect blend of science, expertise and engineering. Churchill products are engineered to perform, to protect and to last.

\* Based on MOR



SUPPORTING  
FOOD SAFETY  
SUPPORTING  
FOOD SAFETY





# ENGINEERED FOR PERFORMANCE



## CHURCHILL®

super vitrified

### Professional tableware that works as hard as you do... Guaranteed.

The Churchill Super Vitrified body is one of the strongest in the world, delivering presentation that lasts.

A comprehensive collection of ranges from classic to contemporary, whiteware to coloured glazes. A variety of shapes and sizes to provide your tabletop solution.

The Churchill Super Vitrified collection offers solutions for chefs that work in fast moving, professionally disciplined back of house environments.

Professionals demand the best performance time and time again – and want products with a proven track record.



MICROWAVE SAFE



DISHWASHER SAFE



FULLY GLAZED BASE



STACKABLE



DURABLE AND VITRIFIED



EDGE CHIP WARRANTY



SUPERIOR GLAZE FINISH



BRITISH STANDARD EUROPEAN APPROVED VITRIFIED HOTELWARE



BRITISH STANDARD MECHANICAL DISHWASHER RESISTANCE

Product featured is Isla.



**Our Sustainability Journey**  
FROM CLAY TO PLATE



As a business with over 225 years of heritage, Churchill's commitment to a sustainable future has been an integral part of our company ethos for generations. Our past continues to shape our future; as we evolve, grow and innovate we're able to draw on a rich history of expertise to continuously reduce our impact on the planet, support our people and improve our product.

**SCAN HERE TO LEARN MORE ABOUT OUR SUSTAINABILITY STORY**



SCAN ME



**From Clay to Plate: Milestones**



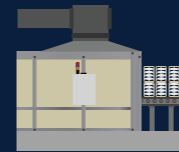
**01. LOCAL RAW MATERIALS**

Our raw materials are sourced from a responsible supplier based in the UK



**03. OPTIMISED PRODUCTION**

We use cutting edge technology to improve manufacturing efficiencies and reduce waste to landfill



**05. KILN EFFICIENCIES**

We have invested in our firing process to reduce energy per piece



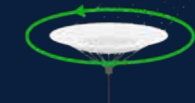
**07. OPTIMISING SHIPMENTS**

We have warehouses in Stoke-on-Trent, Rotterdam and Chicago to service our key markets efficiently and lower our logistics footprint



**02. WASTE CLAY IS RECYCLED**

100% of dry waste clay is recycled, with any failed fired pieces used for building materials



**04. ECO GLAZE**

Our glaze is recycled and removes impurities to ensure product longevity



**06. SOLAR ENERGY**

We have invested in 4,500 solar panels, making our Stoke-on-Trent warehouse completely net-zero



**08. RECYCLABLE PACKAGING**

All of our items are packaged in recyclable materials

# LOBBY CAFE



BEST OPTION



BETTER OPTION



GOOD OPTION



# LOBBY CAFÉ - COLOUR OPTIONS

## BEST OPTION



## BETTER OPTION



## GOOD OPTION



BAR



BEST OPTION



BETTER OPTION



GOOD OPTION



**BEST OPTION**



Emerge

**BETTER OPTION**



Stonecast Nourish

**GOOD OPTION**



Igneous



Nourish



Stonecast Nourish



Nourish

# ALL DAY DINING





**BEST OPTION**



Abstract

**BETTER OPTION**



Alchemy White

**GOOD OPTION**



Profile



Ambience



Alchemy White



Profile

**BEST OPTION**



**BETTER OPTION**



**GOOD OPTION**





EXECUTIVE LOUNGE - WHITE OPTIONS

**BEST OPTION**



Abstract

**BETTER OPTION**



Bamboo

**GOOD OPTION**



Evolve



Alchemy White



Vellum



ADC Menu

# EXECUTIVE LOUNGE - COLOUR OPTIONS

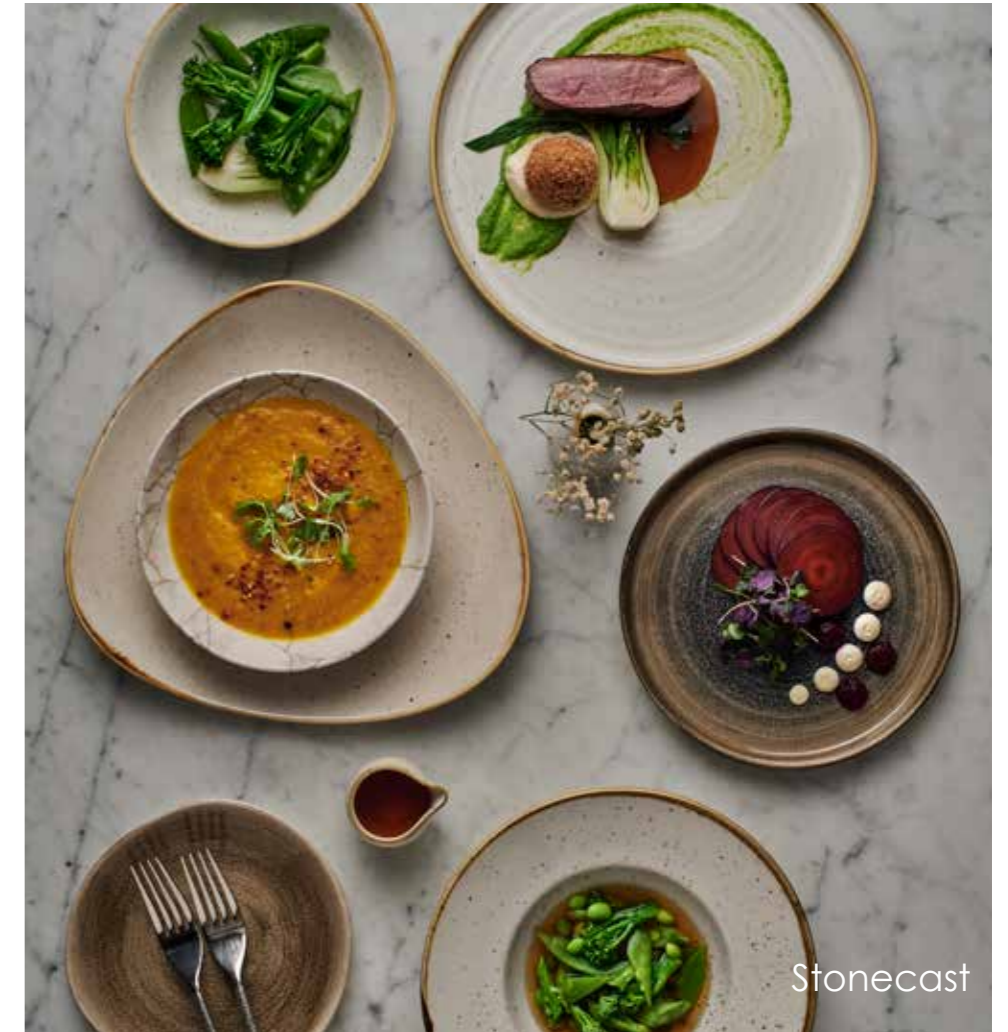
## BEST OPTION



## BETTER OPTION



## GOOD OPTION



# BANQUETING



BEST OPTION



BETTER OPTION



GOOD OPTION



BEST OPTION



BETTER OPTION



GOOD OPTION





# BUFFET



# BUFFET



Buffet and Stonecast



Stonecast Melamine



Stonecast Hints



Stonecast Melamine



Buffet



Buffet

# MEETING ROOMS



BEST OPTION



BETTER OPTION



GOOD OPTION



BEST OPTION



BETTER OPTION



GOOD OPTION



# ROOM SERVICE



BEST OPTION



BETTER OPTION



GOOD OPTION



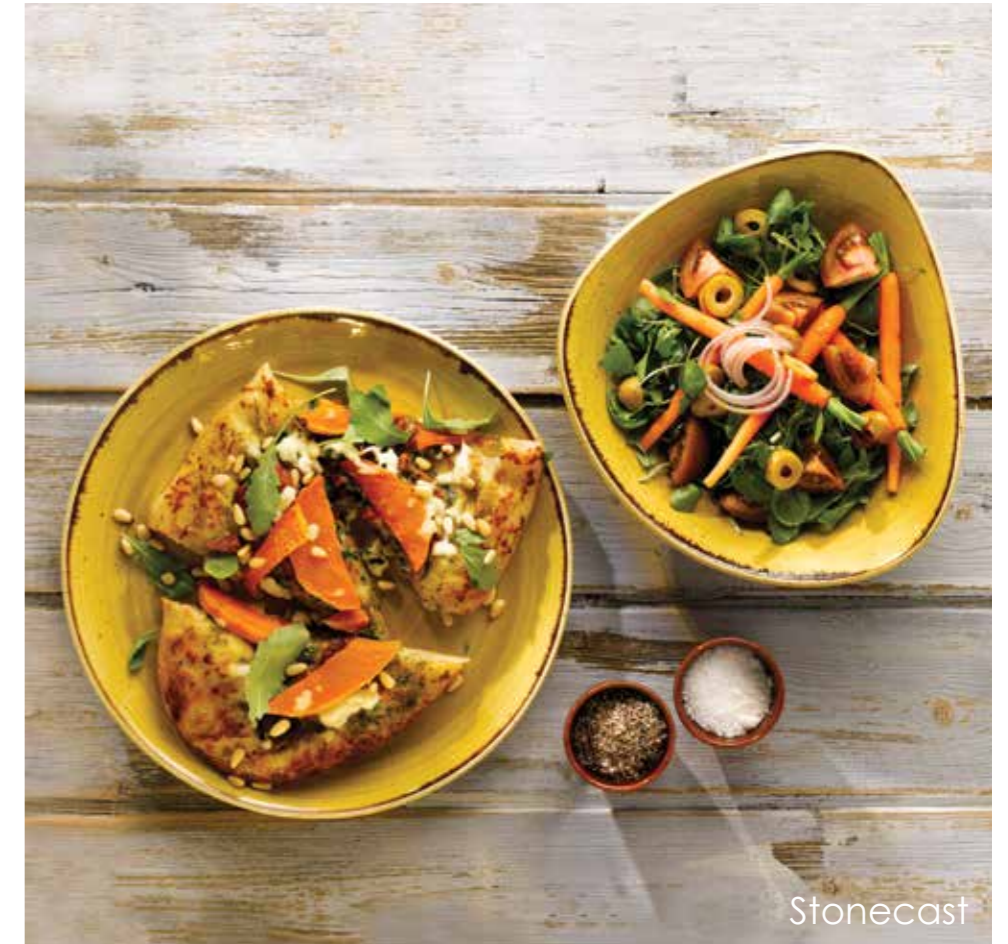
BEST OPTION



BETTER OPTION



GOOD OPTION





# FOODS IDE



# POOLSIDE - WHITE & COLOUR OPTION

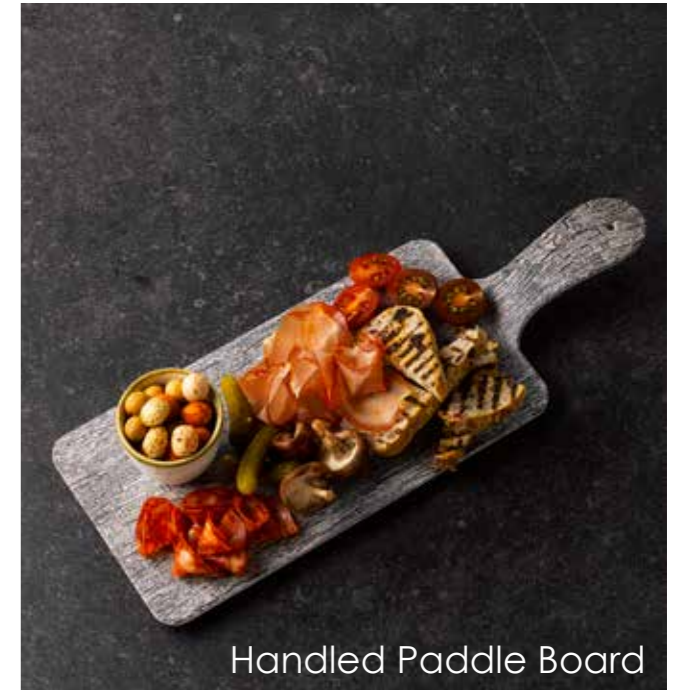
**BEST OPTION**



Handled Paddle Boards



Buffet Trays



Handled Paddle Board



Handled Paddle Boards



Stonecast Melamine



Moonstone Bowls

# POOLSIDE - WHITE & COLOUR OPTION

BETTER OPTION



Stone



Raku Nourish



Emerge  
Homespun Accents



Nourish



Med Tiles



# POOLSIDE - WHITE & COLOUR OPTION

GOOD OPTION



## Stonecast®

Stonecast items are available in the colours below.

BARLEY WHITE SWHS	DUCK EGG SDES	NUTMEG CREAM SNMS	PEPPER- CORN GREY SPGS	SPICED ORANGE SSOS	CORN- FLOWER BLUE SCFS	BERRY RED SBRS	MUSTARD SEED YELLOW SMSS	BLUE- BERRY SBBS	SAMPHIRE GREEN SSGS	PETAL PINK SPPS	LAVENDER SLAS	SAGE GREEN SSAS	MINT SMIS	TANGERINE STGS
														

## Stonecast®

### Patina

Stonecast Patina items are available in the colours below.

ANTIQUÉ TAUPE PAAT	BURNISHED GREEN PABG	IRON BLACK PAIB	VINTAGE COPPER PAVC	RUSTIC TEAL PATR	COBALT BLUE PABL	RUST RED PARE	DEEP PURPLE PADP
							

## Stonecast®

### Aqueous

Stonecast Aqueous items are available in the colours below.

<b>BAYOU</b> SABT	<b>FJORD</b> SAGR	<b>LAGOON</b> SALG
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## Stonecast®

### Raw

Stonecast Raw items are available in the colours below.

<b>BLACK</b> SRBL	<b>BROWN</b> SRBR	<b>TEAL</b> SRBE	<b>GREY</b> SRGY	<b>TERRACOTTA</b> SRTE
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## Stonecast®

### Accents

Stonecast Accents items are available in the colours below.

<b>BLUEBERRY</b> ASBL	<b>DUCK EGG</b> BLUE ASDE	<b>PETAL PINK</b> ASPP
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## STUDIO® PRINTS

### Fusion

Studio Prints Fusion items are available in the colours below.


<b>AQUAMARINE</b> FSBL	<b>AGATE GREY</b> FSGY
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**STUDIO®  
PRINTS**

Raku

Studio Prints Raku items are available in the colours below.

<b>TOPAZ BLUE RKTB</b>	<b>QUARTZ BLACK RKBQ</b>	<b>AGATE GREY RKAG</b>	<b>JADE GREEN RKJG</b>	<b>GARNET ORANGE RKGO</b>	<b>JASPER GREY RKGO</b>	<b>ROSE QUARTZ PINK RKQP</b>
						

**STUDIO®  
PRINTS**

Raku Duo

Studio Prints Raku Duo items are available in the colours below.

<b>AGATE - TOPAZ RDAT</b>	<b>TOPAZ - QUARTZ RDTQ</b>
	

**STUDIO®  
PRINTS**

Stone

Studio Prints Stone items are available in the colours below.

<b>AGATE GREY STAG</b>	<b>ZIRCON BROWN STZB</b>	<b>QUARTZ BLACK STQB</b>	<b>AQUA- MARINE STAM</b>	<b>PEARL GREY STGP</b>
				

**STUDIO®  
PRINTS**

Homespun Accents

Studio Prints Homespun Accents items are available in the colours below.

<b>JASPER GREY HAJG</b>	<b>AQUAMARINE HAAM</b>	<b>CORAL HACL</b>
		

**STUDIO<sup>®</sup>**  
**PRINTS**

Homespun

Studio Prints Homespun items are available in the colours below.

<b>SLATE BLUE SPSB</b>	<b>STONE GREY SPSG</b>	<b>CHARCOAL BLACK SPCB</b>
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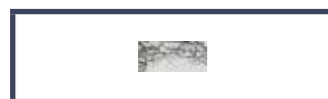


**STUDIO<sup>®</sup>**  
**PRINTS**

Kintsugi Accents

Studio Prints Kintsugi Accents items are available in the colours below.

<b>Quartz Black KAQB</b>
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**STUDIO<sup>®</sup>**  
**PRINTS**

Kintsugi

Studio Prints Kintsugi items are available in the colours below.

<b>AGATE GREY KTAG</b>	<b>PEARL GREY KTPG</b>	<b>CORAL KTAM</b>
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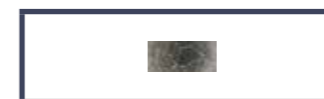


**STUDIO<sup>®</sup>**  
**PRINTS**

Kintsugi Reverse

Studio Prints Kintsugi Reverse items are available in the colours below.

<b>Quartz Black KRBK</b>
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