

SIMPSON WILSON PRODUCT GUIDE

Proud Members Of



Manufacturers' Agents Association
for the Foodservice Industry

A close-up photograph of a slush machine. A hand is operating the lever, and a thick, bright blue slush is being dispensed into a clear plastic cup. In the background, another slush machine with a red reservoir is visible.

Slush Season Is Coming
Pg. 8



Now Representing Stoelting.
Pg. 9

INTRODUCING THE ELEVATION SERIES.

DESIGNED TO SIMPLIFY LIFE.

Innovative & Sanitary Food Zone



The new and groundbreaking Elevation Series from Ice-O-Matic is designed to simplify life. Our cube ice machines are easy to clean, easy to service, simple to operate, and environmentally responsible without sacrificing productivity. The Elevation Series provides clean, dependable ice from an astonishingly user-friendly and energy-efficient machine designed to work as hard as you. We believe design simplicity equals operational excellence, and innovation goes beyond just adding bells and whistles.



Dual Exhaust SMART TECHNOLOGY



One-Touch Cleaning





The OptiPure® Sanit-ICE is an external wall-mounted self-contained ozone ice treatment system. Easy mounting with a Z-Bar integrated into the back of the extruded enclosure. This unit will adapt to any size ice machine via a sophisticated control system. The unit delivers ozone through a single hole in the ice machine to a diffuser stone in the sump allowing ozone to dissolve in the water, treating the water, as well as off-gassing into the chiller compartment and treating all of the internal surfaces. Z-Bar mounting plate, drill template, grommet for the wall of the ice maker, diffuser stone, and 6' Teflon tubing are also included.

How does Reverse Osmosis (RO) help with Scale & Corrosion? Scale & Corrosion are two problems associated with total dissolved minerals (TDS) in water. These can be the most damaging and expensive problems with your equipment, impacting its life and performance.

In foodservice applications, an important distinction of Reverse Osmosis is its ability to remove virtually all Total Dissolved Solids (TDS) from water.

OptiPure systems that utilize reverse osmosis are specially designed to meet the unique requirements of different types of equipment such as combi and steam ovens, espresso machines and coffee and tea brewers.



Filtration for any application





We Make the Kitchen Better! Atosa is a name commonly found in countries who speak Farsi, meaning beautiful body. And just like our name, Our Refrigeration, Gas equipment and Small-wares are a perfect blend of eye-pleasing aesthetics with functionality and style. It will make your kitchen stand out above the rest. Our mission at Atosa is to help you visualize, create and maintain a beautiful yet efficient commercial kitchen.



WE ARE THE SPECICOOOLIST!



TO COOK NICELY!



MAKE THE STEEL RITE!



YOUR KITCHEN PAL!

Innovative solutions for Healthcare



When it comes to critical product storage, there's no room for error. That's why Performance Plus is engineered for maximum ease-of-use and the highest safeguards for product security.

- Refrigeration system settings are conveniently accessed through top door-mounted controller functions, available in LED or LCD touchscreen, for visibility and ease-of-use
- Adjustable refrigeration set point provides precise temperature control
- Sleep mode turns off temperature display, if desired
- LCD touchscreen control package provides enhanced data management and product protection features
- User-programmable audible and visual high/low alarms provide protection for valuable stored products
- Dry (NO and NC) contacts accessory allows connection for remote alarm systems
- Mechanical lock supports Joint Commission standards for medication storage
- Optional keypad access control available
- Universal door bracket allows Follett Performance Plus refrigerators and freezers to be used with all automated medication dispensing locking systems
- Rear access port provides easy probe entry to third-party monitoring systems
- Agion® antimicrobial and UV product protection added to molded plastic façade

Symphony Plus ice and water dispensers

Follett has been the leader in ice and water dispensers for the healthcare market for over 40 years. Symphony Plus™ dispensers were designed for hospitals and feature Follett's proprietary Chewblet ice, a chewable nugget that is ideal for patients. These dispensers offer exclusive sanitary features, ease of service, long-term reliability and the industry's lowest life-cycle cost.

Follett's Symphony Plus ice and water dispensers offer a wide range of models and configurations to fit almost any application. Follett offers customers a convenient 425 lb (193 kg) per day modular ice machine, common across the entire Symphony Plus line.





A Standard of Our Own

With over 35 years of experience Simpson Wilson can help you design any style of walk-in refrigeration unit. Whether you need basic storage to full merchandising we have the product and expertise to accommodate your needs. We work closely with the leading panel manufacturers in the industry to provide top quality products that ensure the longevity of the product.



Walk-in Add-ons



Mechanical sized to meet the demands of your business



Showcase your products with out glass door packages. These can be added onto new or existing walk ins



Display your product using our Eco Trac bottle dividers or SuperTrac. See Details Pg 12

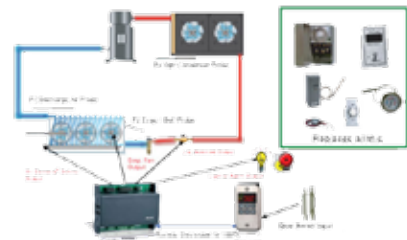


Strip curtains keep warm air out and cool air in where you need it most.



Custom shelving for any installation. Gravity feed or rollers.

XW60K WALK-IN CONTROL WITH ON-DEMAND DEFROST



Take control of your walk in and energy costs with our XW60 controller.



DOOR COMPANY

Custom sized cold storage doors for any application.
Swing Doors or Sliding Doors.



Simpson Wilson is proud to distribute North America's premier manufacturer of custom and standard cold storage doors and double acting traffic doors for new and existing walk-in coolers, freezers and refrigerated warehouses. Frank Door Company is proud to be the first cold storage door manufacturer to introduce the choice of color.

We are proud to have built the doors that contribute to successful operation in thousands of demanding installations such as processing facilities, pharmaceuticals, hospitals, supermarkets, convenience stores, restaurants, schools, and universities

Introducing....

ColdSwing Double Acting Cold Storage Door.

Keep the cold where it belongs in high traffic areas





Vollrath Frozen Treat Equipment

Vollrath Frozen Beverage Granita Machines are designed for cold or frozen slush and milk-based drinks including granitas, iced or frozen coffee or tea, frozen cocktails, smoothies and more. These machines are easy to use and maintain and are ideal for bars, convenience stores and other operations that want to expand their beverage offerings. Their multiple point of sale locations can be customized.



JACOB'S PRIDE
COLLECTION
GUARANTEED FOR LIFE

Why Jacob's Pride?

Jacob's Pride products are so tough, that we stand behind the entire line with a lifetime warranty. These products are engineered and tested to deliver maximum performance and exceptional durability. We're confident that even in the busiest kitchens, our Jacob's Pride products can handle anything you dish out. Serving after serving. Day after day. Year after year.



The frozen treat business? It's all about putting smiles on people's faces.

But it's also a battle every day. As an owner or operator, you face ever-rising costs. Slimmer margins. And new competitors that seem to pop up without warning. Success hinges on your ability to outperform last year's numbers—and even last week's. Choosing the right frozen treat equipment has never been more important. But how do you choose wisely when every manufacturer seems to be making the same claims about their equipment? Simple. Start by talking to owners and operators who switched to Stoelting after using any other machine. They'll tell you how they've come to count on Stoelting machines to outperform those of other manufacturers. Then they'll point to the very real attributes that set our equipment apart. From smiling customers to a better bottom-line, there's a lot riding on the performance of your frozen treat equipment. Which is why so many owners and operators count on Stoelting to help them outperform every day.



Gravity Fed Twin Twist Floor Model

Increase reporting capabilities and profits with the IntelliTec2™ control on the F231. This Gravity Soft Serve/Yogurt Freezer dispenses two single flavors, or has the capabilities to combine flavors for twin twist. The precision controlled refrigeration system in the F231 is designed for quality and product consistency from the first cone to the last.





Tabletop Journal feels that a restaurant's tabletop and the products used on it should fit into the overall branding concept for that particular operation, not just be another commodity item necessary to run the restaurant's daily operations. At all price-quality levels, guests notice if the tabletop items used are consistent with the restaurant's larger brand message. So...We spend a bit of time on the whole issue of branding and how it relates to hospitality tabletop. And....Since it's really all about the dining experience - *at all levels* - tabletop plays a major role in impacting the guest dining experience. Choosing a restaurant's tabletop could ultimately be one of the more critical decisions an operator makes. So...It's important to make thoughtful - and informed decisions when it comes to tabletop. Tabletop is a strong component to a restaurant's overall brand.

So, the brand experience is something that is very relevant to all of us involved in hospitality tabletop. That's why we try to write often about the brand experience and celebrate those deliver clear and concise brand messages. A differentiated brand message helps both sales and profits for restaurant operators and those within the hospitality tabletop supply chain. *And, yes, **Tabletop Matters** when it comes to differentiating a restaurant and providing just the "right" dining experience.*

We have said for some time that it always comes back to the overall guest dining experience. And, our focus obviously remains squarely on tabletop and its role in elevating, enhancing, or reinforcing that guest experience.

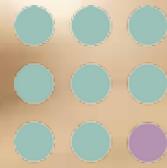
Article from <http://www.tabletopjournal.com/>

★ L I F E T I M E ★



our guarantee!!

The Steelite International Lifetime Edge-Chip Warranty is your assurance that all Distinction and Performance products manufactured in the UK factory will withstand the rigours of the modern commercial kitchen and remain chip free.



steelite
INTERNATIONAL



EcoTrac

Better Presentation, Bigger Profits

It's as simple as that. Shoppers can't buy what they can't see. EcoTrac® beverage glides drive stronger profits by creating the best product presentation in your cooler, cold vault or on ambient shelves. The clear strap front design when placed in an LED lit cold vault or cooler greatly enhances the product presentation increasing your shopper's desire for a beverage



Visi-Floor

Visi-Floor is a modular merchandising floor system for glass door merchandisers, freezers, cold vaults or ambient shelves. Standard with adjustable divider to display various package sizes and break offs to fit most shelf applications





The Etalex display shelving system is solidly built from the ground up.

More attractive and versatile, Etalex shelving system offers unique accessories and powder coated colours to create eye-catching displays that enhance the customer experience and directly impacts your bottom line.

You can create a unique look without compromising the durability of Etalex heavy-duty shelving.



Bakery Solutions

Doyon equipment inc has been a manufacturer of bakery and pizza ovens for more than 50 years. The Doyon trademark is recognized for its quality and service, and the enterprise exports its products all over the world. Doyon Equipment has taken upon itself to satisfy or surpass the expectations of our customers and remain a leader in the field.



DOYON & Nu-VU
BAKING EQUIPMENT SPECIALISTS
www.doyon.qc.ca • www.nu-vu.com

Doyon's PIZ series are the most advanced and productive compact pizza ovens on the market. The unique Jet Air system helps you bake 30% to 50% faster and more evenly than traditional deck ovens. These exclusive ovens occupy 40% to 50% less floor space for the same production. Pre-heats in 15 to 20 minutes or less at the start of the day and will bake your pizzas in 5 to 6 minutes at 460° F (238° C). The heat provided from the nickel coated perforated deck makes a nice even crust thanks to the air moving through the holes and from the heat of the metal deck itself. You can remove a product and put another one at the same place without concern about cold spots you get from traditional deck ovens. Reduce your energy costs by more than 50% compared to a deck oven. The air is recycled and the heating system will be on about 60% of the time because of its high efficiency. The PIZ series is priced at half the price of conveyor ovens. It takes less floor space, offers greater menu flexibility and higher quality baking results. The PIZ series is priced a little higher than traditional deck ovens but it makes up the difference in increased production, better performance, energy and labor savings.





Bring the garden in and make your kitchen a show-place with GardenChef growing cabinets! They're ideal for growing herbs and microgreens right in your kitchen. They come equipped with a fully automated ecosystem that allows you to program lighting, watering and monitor water quality for the perfect environment! Save money over the cost of buying greens, and having to discard ones that go bad; customize your menu as you like.

- Two-door, single-door and under-counter sizes
- New GC52 10 zone cabinet for 25% more capacity than our GC42; great for fast-growing micros
- Touchpad controls for setting up to 40 plant selections, watering and lighting cycles, monitoring water quality, for each growing zone
- All stainless steel construction: full height, double door; full height, single door; under-counter, double door sizes
- Tempered glass doors showcase your living plants
- Roll-out drawers for easy access and harvesting your greens; accommodate standard 10" x 20" growing flats and germination domes up to 7" high.





Middleby Marshall®



Middleby Marshall® WOW! Oven™

Winner of the NRA's Kitchen Innovations 2010 Award and the 2009 Gas Food Equipment Network Product of the Year Award for gas technology and energy savings. The WOW! oven is also approved by the top five pizza chains in the world due to its efficient use of energy and consistent cooking.

The most energy-efficient, fastest-cooking conveyor oven on the market, the WOW! Oven cooks product 35% faster and is 30% more energy-efficient than other conveyors with a 40-inch bake chamber.



35%
FASTER COOKING



30%
MORE ENERGY-EFFICIENT

WOW! OVEN™



Visit www.wowoven.com

Celco Inc.

Celcook

Celcook *by PRATICA*

Celcold®



Combine Forces for Super Efficiency. These ovens do double duty, allowing you top productivity within a small space.

Using technicook Intelligent Cooking System you'll get the advantage of high speed microwave cooking combined with specialized functions such as grilling, steaming, crisping and finishing all in one compact unit.

These ovens combine convection heat, impinged air, bottom infrared and precision microwave to reduce cook times by more than 80% with chef quality results.

Whatever your set up, Celcook commercial microwaves deliver the cooking power you need, when you need it, with maximum speed and efficiency. These ovens are powered to perform, with tough, durable components that are designed to withstand the rigours of high volume use, over and over again. When speed counts, these microwaves deliver.



Celcold offers a variety of refrigeration products. Product ranges from ice cream dipping cabinets and merchandisers to upright

refrigerators and freezers. Newly added to the line up is a lineup of grocery freezers. Designed for back to back installations.



CF series
dipping cabinets
shown



SILVER KING
WE'VE GOT REFRIGERATION DOWN COLD



Nobody provides a better combination of quality and value than Silver King. From refrigerated chef bases and display cases to fountainettes and milk dispensers, Silver King's extensive family of products sets the standard for functionality, reliability and cost-effectiveness. Keep costs down and quality high - make Silver King your first choice.

STEAM JACKETED KETTLES

No hot-spots. No constant stirring. And no large stock pots to wrestle on and off a range top. A Groen kettle cooks faster, is much easier to clean, and saves you time and money.

The 2/3 jacket coverage of a Groen kettle provides the kitchen with a one-pot cooking vessel for preparing soups, sauces, stews and custards. An appliance that comes to temperature quickly, heats evenly and gently, and distributes the heat over the largest surface area so that food does not burn or scorch.

INTEK CONNECTIONLESS

STEAMERS

The Intek Connectionless Steamer has the best possible combination of cooking speed (productivity), efficiency, and reliability of any steamer on the market today.

Some conventional steamers cook faster than an Intek, but they use 1,000 times as much water and three times as much energy to cook the food. Some connectionless steamers are as efficient as an Intek, but they cook slower or are not as reliable.



A refrigeration system that doesn't expose your food to warm air or unsafe temperatures every time you access your product. No re-freezing or crystallization. No premature thawing. No cross-contamination or bacteria. No flavor transfer. No choosing one common temperature for all products.

FX Series – chilled by Randell's revolutionary precise temp technology, giving you more precise control over your refrigerated storage than ever before. Randell's FX Series' modular platform can be used in any point-of-use application. Pre-configured models include: Refrigerated Drawers, Cook-Top Systems, Preparation Work-Top Systems and Precision Storage Systems. Drawers operate independently, and users can switch from refrigerator to freezer– or anywhere in between. Or use it as a batch rapid chiller for cooling foods to below 40°F in 4 hours or less! The FX unit can also be used as a safety thaw system to thaw frozen foods safely and quickly while maintaining food below 40°F.

Whether operating as a refrigerator, freezer, rapid chiller or safety thaw, this new technology provides individual units with 100% cooling within each insulated insert. Temperatures remain consistent and energy is conserved no matter how many times the unit is opened and closed. Since cold remains in the insulated insert, food remains refrigerated and safe from dangerous bacteria and cross contamination.



POWER SOAK GENERATION 4

The Power Soak Generation 4 System marks an evolutionary step for the leader in continuous motion washing. This new system boasts 10 major innovations and each one has been engineered to save your operation time and money.

PRODUCE SOAK

A never-before-seen solution for washing and assuring sanitation for all produce in the kitchen. The Produce Soak represents a quantum leap in efficient and thorough power-assisted washing and sanitizing of produce.

SILVER SOAK

The Silver Soak continuous recirculating wash water ensures clean sparkling silverware for customers with "one pass" warewashing. This eliminates the labor intensive "multiple pass" flat rack washing of silverware. Not only will the customer receive clean sparkling silverware, but labor, chemical and energy costs will be dramatically reduced.



Foodservice operators are more aware of food safety than ever before. Growing awareness of safety scares and food waste issues, along with the compliance requirements of strict regulations, has

spurred those operating in the food industry to find solutions and strategies that ensure the safety of its products.





AHT 

Manufacturer of custom refrigerated and frozen merchandising solutions to major Supermarkets and Convenience Retailers, National Food Manufacturers and Food Distribution Companies.





Howard - McCray is a manufacturer of commercial refrigeration products specializing in product display. With over 124 years of experience, a mature infrastructure and well-trained staff, Howard - McCray can assist you in solving your display requirements.

We trace our roots back to 1887, when McCray was founded in Kendallville, Indiana, by Mr. Elmer E McCray. Realizing the need to cut down the tremendous loss from food spoilage and to protect the public as well, McCray and his father built a cold storage room and in 1882 received a patent for their invention. McCray specialized in Wooden Ice Display Cases. Howard was founded in 1949 by Albert Fogel. Mr. Fogel acquired McCray in 1975 and merged both companies into its present facility in Philadelphia, PA. Mr. Fogel's family remained active in the business until 2002 when Jeff Fogel, Albert's son, retired.

In December of 2003, the management team acquired the company.

Howard - McCray has built its reputation on manufacturing a quality product while maintaining a personal relationship with all of its customers, regardless of their size. The Management Team will continue to build on the legacy built by Mr. Fogel and Mr. McCray.



PARTS DEPARTMENT

Ice-O-Matic
Ice. Pure and Simple

FOLLETT
Innovative solutions, inspired by ice

Manitowoc

Scotsman
Ice Systems

ATOSA

true

OptiPure

KASON

DENT
DESIGN HARDWARE

COMPONENT
HARDWARE



The One... And Only

CONTROL THAT SHOULD BE IN YOUR TRUCK

Universal XR replacement controller for all Dixell Models



Replaces:

XR120C, XR10C, XR10CX, XR01CX
XR120C, XR20C, XR20CX, XR02CX
XR130C, XR30C, XR30CX, XR03CX
XR140C, XR40C, XR40CX, XR04CX
XR160C, XR60C, XR60CX, XR06CX



IN HOUSE GASKET MANUFACTURING



Replacing your gaskets when they are worn or damaged will Save Profits & Energy

- In House Manufacturing
- Stock Profiles for most Major Brands
- Next day delivery on most standard profiles
- Satisfaction Guarantee

Gasket Health and Safety Who knew??

- Damaged and Soiled Refrigerator Seals (Gaskets) from Commercial Food Premises: A Potential Reservoir for Food Pathogens
- Split, damaged or worn seals are a haven for pathogens
- A Pathogen is an agent that causes disease, especially a living microorganism such as a bacterium or fungus
- Refrigeration prevents the growth of food spoilage organisms and slows or even stops the growth of many food-borne pathogen
- To maintain the correct storage temperatures within the refrigeration cabinet/cold store it is essential to maintain an airtight seal between the refrigerated space and the surrounding ambient temperature
- Under the taxing conditions found in commercial food premises, these seals need to be replaced every 3-18 months
- By cleaning and replacing seals on a regular basis, the risk of food cross-contamination is significantly reduced or eradicated altogether



BEFORE



AFTER



Now Manufacturing Custom Cutting Boards



Manufacturers' Agents Association
for the Foodservice Industry

Simpson Wilson is Proud to be a member of the Manufacturer's Agents Association for the Food Service Industry (MAFSI).

What is MAFSI?

MAFSI is the catalyst and only advocate for rep-manufacturer method of marketing in the commercial foodservice industry. We are the industry's definitive sales and marketing resource for all equipment, supply, tabletop and furniture reps and manufacturers and the one voice for both in North America.

We consistently work with our members to provide the customer and the industry with a steady stream of skilled sales and marketing talent and innovative products. We know that tomorrow's foodservice industry is whatever we want it to be.

Code of Ethics

The MAFSI code of ethics establishes standards of practice for our profession. It introduces new rep members of the profession to those standards, reminds experienced rep members of their professional responsibilities, and is intended to inspire public confidence in the profession.

MAFSI Code of Ethics - Standards of Practice

MAFSI is a North American trade association of more than 2,000 sales and marketing professionals in the foodservice equipment, tabletop, supplies, and furnishings industry. MAFSI provides unique educational initiatives, promotes the value of independent manufacturers' representatives, and is the voice and advocate for our members. MAFSI ensures the rep is an unchallengeable partner to our manufacturers.

Accordingly, each agency member of MAFSI agrees to observe, follow and be governed by this Code of Ethics:

RESPONSIBILITIES TO MAFSI AND THE INDUSTRY:

To conduct myself at all times in a manner that will reflect credit upon MAFSI and work to advance the interests of all members, their manufacturers, customers and the industry.

To conduct business in such a manner as to maintain industry good will; and to maintain and increase the confidence of all channel partners.

To support MAFSI, its policies, programs and efforts to strengthen and improve the food service equipment industry.

To respect the confidentiality of information received at MAFSI Chapter meetings.

RESPONSIBILITIES TO THE MANUFACTURER:

To not represent products or product lines beyond my capacity to sell those lines with maximum efficiency.

To serve my manufacturers in an intelligent and cooperative manner in accordance with contractual agreements and understandings.

To refrain from inducing any manufacturer to breach its contractual relationship with other representatives through instigating negotiations or discussions.

To refrain from representing competing lines without agreement of the manufacturers.

RESPONSIBILITIES OF ONE SALES AGENCY TO ANOTHER:

To not make derogatory comments about competitors. To refrain from soliciting in a direct and forward manner the manufacturers or employees of other sales agencies.



featured products



Check out our New Website at www.simpsonwilson.com



Check us out on facebook <http://www.facebook.com/Simpson.Wilson.ltd>

Simpson Wilson is a local Sales Representative and Distributor for the products shown in this brochure. We support the Canadian Dealers with inventory, test kitchen demonstrations, showroom and on-site sales efforts. We do not sell Direct to the public.

Our mission is simply to work professionally towards the success of our customers by adding value to the purchasing process.

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