

ENVIRONMENTAL RESPONSIBILITY

ENERGY MANAGEMENT



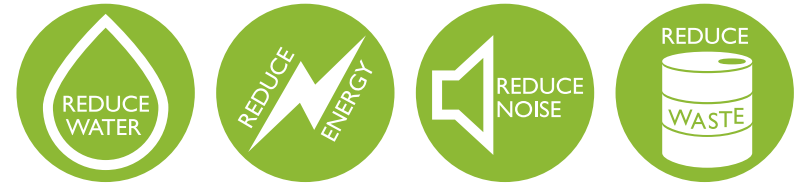
We understand that the operations of our business have an impact on the environment.

As the UK's largest provider of ceramic crockery for professional caterers we are respected for product quality, service excellence, innovation and integrity.

We approach our strategy to minimise our impact and in turn our customers impact on the environment in exactly the same way.

Whether its reducing our energy use, responsible raw material sourcing or innovating sustainable products, we are dedicated to helping our customers outperform their environmental targets by ensuring we outperform ours.

ISO 14001



Churchill Dining Out is proud to announce that our Environmental Management System has achieved approval of ISO 14001:2004 the Environmental Management System Standard.

This approval is applicable to activities included and associated with the design, manufacture, packaging and sale of our vitrified hotelware products.



MANUFACTURING EXPERTISE



With over 200 years expertise we are at the forefront of ceramic manufacturing innovation.

We are the only manufacturer in the UK to once fire all our cups and mugs, this process prevents an entire second firing in the kiln saving significant amounts of energy.

Another major success has been our long term relationship with our clay supplier based in the South West of England. Over 90% of our clay is sourced from their clay pits based in Devon and Cornwall.

Our UK customers can be assured that their UK produced Churchill products are truly a local option, minimising the miles covered to get the product to their business.



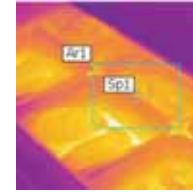
MANUFACTURING EXPERTISE



As a UK manufacturer and importer it is crucial that we comply to all Government Regulations, we are tightly monitored by the government and work hard in partnership with the British Ceramic Federation to stay ahead of the game in terms of compliance.

Churchill are the only UK manufacturer to have UKAS accreditation, demonstrating our resolute commitment to continuous quality improvement. We set the standards for quality – literally.

OUR PRODUCTS



caterer
and hotelkeeper
Equipment & Supplies
Excellence Awards 2008
WINNER



It is not just with the once fired cups that Churchill set the standards, our award winning range of Counter-Serve products has revolutionised counter top catering operations by helping our customers to improve their energy efficiency.

Counter-Serve, is a remarkable range of ceramic cook and serve products which allows customers to save energy by reducing the level of heat required to keep hot counter food at the right temperature. Over 2 years hard work and hundreds of thousands of pounds was dedicated to this unique range because we truly believe it could make a difference. This steadfast commitment was recognised at the end of 2007 when we received the prestigious Caterer & Hotelkeeper award for Equipment and Supplies.

OUR PRODUCTS




CHURCHILL®
Saving Britain
from Inferior
Tableware
ISO9001 - BS4034
MADE IN ENGLAND



Another crucial aspect of our products is their inherent durability. We design products to last.

The Churchill Super Vitrified and Alchemy fine china ceramic bodies are amongst the strongest in the world. Both are made with unique ceramic body recipes, specially developed to excel in terms of durability these are products that are built to last – as thousands of customers all around the world will testify.

Products from Alchemy fine china and Churchill Super Vitrified are covered by a 5 year Edge Chip Warranty and all have been tested to perform up to 5000 dishwasher cycles.

OUR PRODUCTS



eco
glaze



All Churchill Super Vitrified products are protected by **ecoglaze**

We are taking a pro-active approach towards the environment, further demonstrating our commitment to energy minimisation, all Churchill Super Vitrified ceramic products are protected by ecoglaze, a high performance glaze that reduces firing temperatures to lower energy consumption.

ecoglaze enhances product performance, prolonging the life of the product, improving stain and metal mark resistance and durability with excellent stability preventing thermal shock and crazing.

ENERGY EFFICIENT

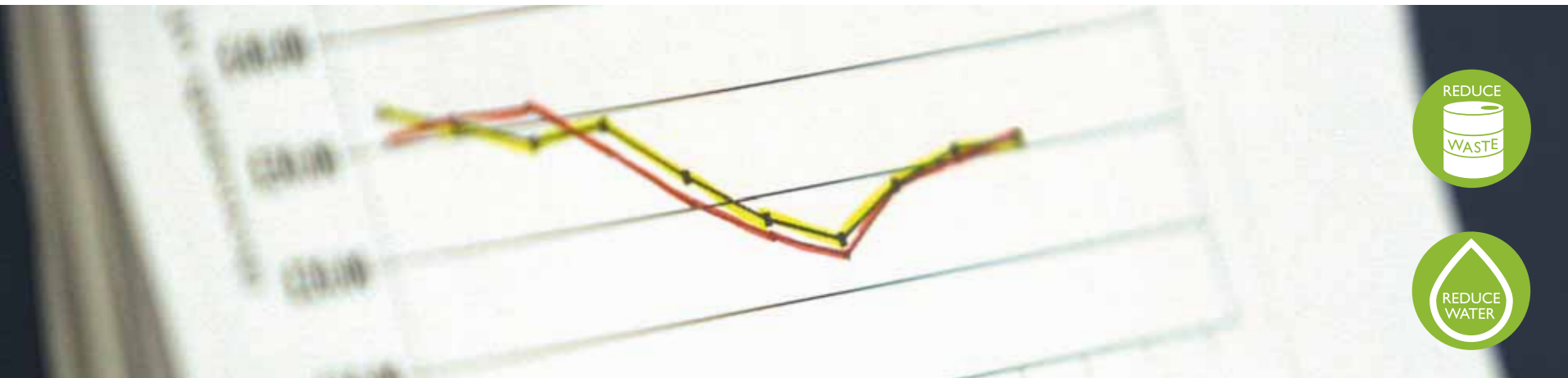


We remain totally committed to investing in UK manufacturing efficiencies.

Its not just products that we invest in. In 2008 we spent £1,100,000 on a brand new tunnel kiln for our factory at Tunstall in Stoke on Trent. This kiln, as part of our specially designed combustion process reduces the firing energy consumption by around 35% per piece.

Energy efficiency is really important to us as a business, there are constantly a number of projects on the go to help minimise our use of energy, from projects to increase the setting density of ware going into the kilns, to our lighting optimisation initiatives.

WASTE RECYCLING



Waste reduction is a major way in which we can reduce our environmental impact.

Over the last few years we have been progressively increasing the volume of recycling we do on site. We separate our waste into 13 separate streams and over 80% is recycled. In the last year alone the reduction in waste we sent to land fill was over 25%.

One of our major success areas was the reduction of wet waste tankers by 40% over a two year period.

Simple housekeeping measures such as push button taps and instigating a programme to find and fix water leaks,

TEAM EFFORT



None of this is possible without an all-round team effort.

Over the last few years we have developed systems that monitor and measure those key aspects of our business that are linked to environmental performance.

This allows us to clearly determine the success of our strategy and commitment to continuous improvement.