



Serviceline Overview

ServiceLine - An introduction

For more than 30 years ServiceLine has assisted the food service industry with the management and ongoing care of commercial catering and refrigeration equipment.

We provide a wide range of service and support solutions for commercial food service equipment with a nationwide service, available 7 days a week.

Used by major restaurant and hotel chains, hospitals, correctional institutions, schools, airports, care homes, stadia and staff catering facilities. ServiceLine are fundamental in ensuring that your kitchen is operating when you need it most.

We ensure your kitchen remains a safe environment whilst running effectively and efficiently from fast repair and preventative maintenance.

At ServiceLine we provide highly qualified technical and managerial support to help our customers. We are up front about contracts and their charges, utilising state of the art CRM systems together with reporting tools to help you budget expenditure and asset management.

Our technical advisors can help you plan the right package of support for the requirements of your kitchen. After this, as a contract customer you will have access to our inhouse team of customer contact centre agents, contactable 7 days a week to manage service appointments and provide a helpline for queries.

Providing a first-class service is our priority, we are proud to lead the industry in setting exceptional standards for maintenance and safety.

A first class service for 30 years

1989

ServiceLine established as the first national catering service company.

1991

Refrigeration team created.

1995

ServiceLine is acquired by Glynwed Foodservice Equipment (GFE) Ltd. This would be acquired by AGA in 1998, forming AFE Group Ltd as it is known today.

2000

Due to considerable growth, ServiceLine moves to larger premises in Stevenage, Hertfordshire.

2007

AFE Group Ltd acquired by Ali Group S.p.A

2011

ServiceLine becomes the UK's first fully ISO accredited commercial catering and refrigeration service provider.

2019

30 years on ServiceLine continues to grow, moving to a new, purpose built, premises in Letchworth Garden City to further support our expanding customer base.

Industry coverage

Today ServiceLine continues to operate with the same core values the business began with over 30 years ago.

During this time, we have built long standing relationships with industry leading manufacturers to provide a portfolio of multi-vendor products, services and support.

We are the selected warranty partner for many of the major refrigeration, kitchen equipment and combi oven manufacturers. Working on their behalf to bring our technical resources to the support of their customers.

Equally, we have a close working relationship with, and support many well-known brands such as Falcon, Williams, Hobart, Rational, Wexiodisk, Lincat, Fosters just to name a few.

24 HOUR SERVICELINE
01438 363 000
www.service-line.co.uk

National support

Nationwide engineer network

With a nationwide engineer network and 60 staff at our Letchworth head office, including a dedicated customer contact centre, service support operatives, technical support and spare parts experts. There is always someone here to help, whatever your requirements.

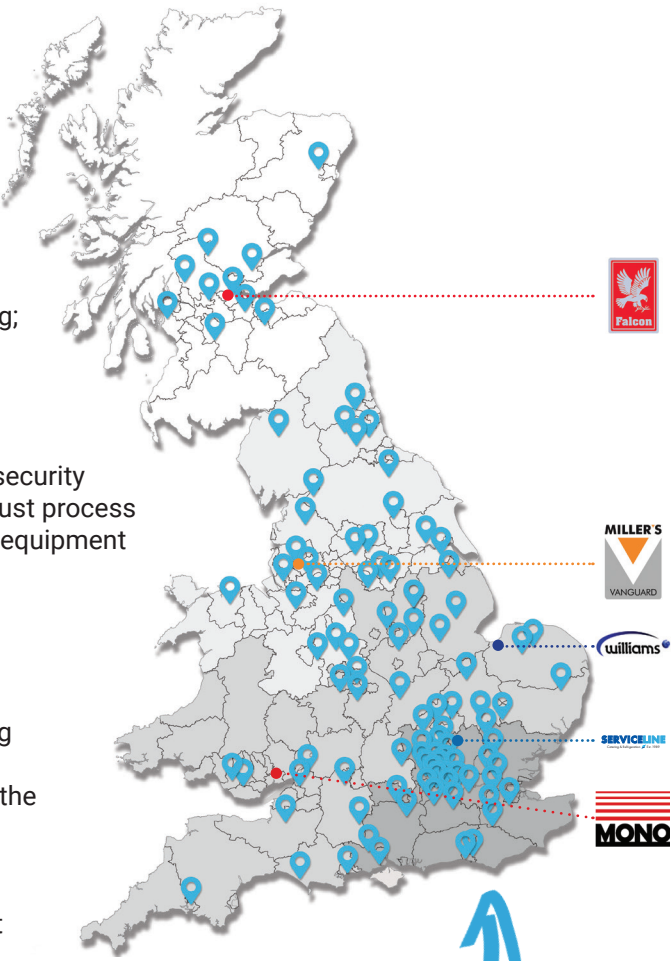
Many of our staff have more than 10 years' experience within Serviceline and some have been with the company from the very beginning. All are trained and qualified, including; CFSP, City & Guilds, NVQ, Health & Safety, Gas & Electrical, Refrigerant Safe Handling, Hydrocarbon Certified, COSHH & First Aid Training.

Our engineers are fully cleared and approved to work in high security environments such as airports and prisons. We operate a robust process for handling security passes, registering engineer's tools and equipment with site security.

The AFE Group

The AFE Group is a leading international business specialising in the innovative design, manufacture and service support of professional cooking, bakery and refrigeration equipment for the global food service market.

AFE Group premium brands include Williams, Falcon, Mono, Millers Vanguard and Serviceline. As a principal business unit within the AFE Group, we have the ability to draw upon the technical expertise of our group companies incorporating over 1,500 people across 15 locations worldwide.



Network of qualified nationwide engineers mobilised to keep your kitchen operating when you need it most.

Fully accredited service provider

Serviceline's range of offerings are vital in ensuring that kitchens are operating effectively at all times. To support this, we have collaborated with manufacturers and vendors to hold over **£1,000,000** of spare & replacement parts between our warehouse and engineer vans.

Our continued industry experience and technical expertise benefits all of our partners within:

- Major restaurant & hotel chains
- Independent restaurants
- Hospitals & care homes
- Sport, leisure & events stadia
- Schools & universities
- Airports
- Correctional institutions
- Business & industry catering

Did you know...

We are one of a select few fully ISO compliant catering & refrigeration service companies in UK. Holding many, if not all, of the relevant UK industry trade accreditations. Assisting our partners satisfy their corporate social responsibility (CSR) commitments.

- Emergency breakdown cover
- Planned preventative maintenance contracts
- Labour inclusive contracts
- Fully comprehensive contracts
- No commitment preventative servicing
- Round the clock job logging facility
- Manufacturers' warranty
- Equipment installations
- Corporate social responsibility
- Management reporting
- Comprehensive and quality range of spares
- Kitchen safety certification



Contracts tailor made for you

Your kitchen is important to us, no matter the size






We understand that each and every kitchen has its own specific requirements. Whether you operate a busy hotel or restaurant providing 3 services a day, 7 days a week or a small school offering 1 service per day, your kitchen is essential.

A proactive approach

We take a proactive approach to kitchen maintenance, working with you to produce a tailored planned maintenance contract. Because of this, we have developed a range of service and contract options with our partners to provide back up and support to suit your circumstances. Maintaining a safe kitchen whilst reducing breakdowns and downtime.

“Without Serviceline our biggest lunch of the year would have been a disaster!”

Serviceline gives you peace of mind that your kitchen safety certification is up-to-date, ensuring regulatory compliance and corporate social responsibility.

	One off preventative maintenance visit	Emergency breakdown attendance	Planned preventative maintenance contract	Labour inclusive contract	Fully comprehensive contract
					
Support cover available 7 days a week	✗	✗	✓	✓	✓
24 hour customer response	✗	✗	✓	✓	✓
Access to dedicated customer contact agents	✓	✓	✓	✓	✓
Access to MyServiceline customer portal	✗	✗	✓	✓	✓
Priority breakdown attendance	✗	✗	✓	✓	✓
Preventative maintenance labour included	✗	✗	✓	✓	✓
Reactive call out charges and labour included	✗	✗	✗	✓	✓
Wear & tear parts included	✗	✗	✗	✗	✓

Monitor your kitchen with MyServiceline

Problems can happen at any time, day or night. Your kitchen is a continuous operation so it is important that your support is there whenever you require it.

All contract customers have access to our online web portal. MyServiceline provides in-depth equipment & maintenance service records, across individual and multiple establishments.

Our out of hours engineers are available for urgent faults, but sometimes you may want to report an issue whilst its quiet, before other issues take over or you just have a question and don't want to wait until the office is open. MyServiceline is our dedicated customer self-help portal, providing personalised access to your account across individual and multiple establishments 24 hours a day, 7 days a week.

Management reporting

Save time and effort! Documentation for your kitchens over multiple sites kept in one place, updated in real time. Ideal for chains or large estates.

Track your equipment

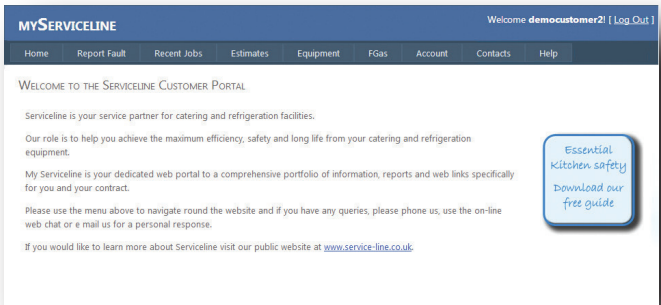
Track all your kitchen equipment in terms of age and condition; helping you plan asset replacement.

Keep up to date

Don't be caught out through lack of warranty cover; we will tell you when a warranty is due to expire.

Access equipment manuals

With the best intentions in the world manuals get lost, damaged or some times, never arrive at all! We keep a comprehensive library of equipment manuals, accessible for print or viewing online.



MyServiceline features:



Report faults



Track / view your recent jobs



Accept estimates



Review equipment history



Monitor FGAs

SERVICELINE

Catering & Refrigeration  Est. 1989

Contact Us

1 Icen Court, Icknield Way, Letchworth Garden City, Hertfordshire, SG6 1TN

E: sales@service-line.co.uk

T: 01438 363 000

W: www.service-line.co.uk

 [afeserviceline](https://www.linkedin.com/company/afeserviceline)

an Ali Group Company



The Spirit of Excellence