



counterline 
setting the standard



THE QUEEN'S AWARDS
FOR ENTERPRISE
2018

bespoke counters

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Ever since its foundation in 1983, Counterline has led the way in the design and manufacture of the highest quality bespoke food service counters.

Our client portfolio includes some of the country's most prestigious corporate head offices and almost every high street retail chain where food and beverages are sold together. This is a clear testament to Counterline's unrivalled reputation for providing the right counter, to the right specification, at the right price.

Calling upon over 27 years of design experience and expertise, Counterline is still the number one name in the marketplace. For aesthetic design, technical innovation and quality of service, Counterline leads and sets the industry standard.

Counterline is totally committed to maintaining its position as the clear leader in the counter and food display market. We are determined to set new standards and benchmarks for quality, workmanship, innovation, service and value. Our portfolio of counters satisfies the requirements of customers on every level.

Architects, consultants and interior designers can leave their own distinct design mark on the counter appearance – and stay within budgetary guidelines.

Whether designing for a prestigious hotel, head office restaurant, or for serving simple school meals, Counterline has a solution you can count on to meet your needs.



a display of



Barton Grange

"Having worked with Counterline for many years, I can feel assured that I will receive the same premier quality commitment to an individual project, whether it be a singular free standing refrigerated display or a full high specification restaurant installation.

From their dedicated front end sales and Contract Management team, through to production, installation and after sales support, I as the customer need reliable and professional partners, with Counterline I have that- I am not just working alongside yet another manufacturing company. I am sure that their continued quest for excellence and product development will keep them at the top for many years to come".

Jack Sharkey, Managing Director, Vision Commercial Kitchens



Cricket St Thomas Hotel

"As the second of such projects for the same client, we have again been highly impressed by the professionalism and commitment shown by the Counterline team involved with this demanding scheme. Following late major design changes requested by the client, Counterline responded immediately with new drawings and costings and an enthusiastic, positive approach to achieving the final counter configuration.

Thanks to the prompt attention given by everyone the project was never allowed to slip beyond the agreed delivery date and I am happy to report our clients' delight at the finished product. As a result, we have already been asked by our client to begin discussions for the next project scheduled for early in 2010".

Stuart Dixon, Project Sales Manager, The Carford Group

Liverpool F.C Academy

"Counterline were extremely helpful in listening to our requirements and making them a reality. We were very impressed by the quality of the final product and equally impressed with the service and communication from Counterline.

It is a rarity to find a company that once an order has been placed can work around your operational needs and not their own. We will be using them again for future projects in the not so distant future".

Peter Shaw, Assistant Executive Director, Liverpool Football Club



Reading School

"Reading school was an incredible success and is being praised from the Headmaster of the school to the Senior Directors of Sodexo.

The excellence of the work everyone did and the incredible turn round in the time frame was just amazing and I can't thank you all enough".

Cathy Wilcox, Projects Manager, The Carford Group



State Street Bank

"We have been associated with Counterline over the years because of the high quality of their bespoke counters. In the last two years we have been involved with Counterline on four high profile projects in Ireland, three of which are with a major UK based design catering consultant.

As they are all complex bespoke design counters I cannot compliment Counterline enough for their professional input especially from their project team. They make all projects run smoothly either large or small.

Keep up the great work and support".

Conrad Greene, Commercial Director, Stephens Catering Equipment Ltd.



Stowe School

"We were introduced to Counterline through the catering consultancy Sterling Food Service. We wanted to create a 'food court' environment which would allow our catering department to extend the food fayre on offer and to allow a faster 'flow-through' of people. At the outset, we met with a senior manager of Counterline. We explained our needs and we were impressed with the fluidity of information that came out from Counterline and then the technical support we received from their technical staff once orders had been signed.

In short, we found Counterline to be thoroughly professional. The quality of the equipment is very high and we have been delighted with the end product which was made ready to the most stringent time scales laid down".

John Wilmot, Burser, Stowe School





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