

## COOL TIMES

Issue 6

### TURNING THE PAGE on our new rebrand



After starting TK Refrigeration 35 years ago, Tim decided the company needed a new image and we have moved away from the simple white vans with the basic blue logo that you have all known for so many years.

**Turn to pages 4 and 5 to see our new image, and read all about our transformation process, and who made it possible for us.**

#### INSIDE THIS ISSUE:

##### A New Chapter - TKR Rebrand



##### Safely recycling refrigeration units



##### TKR vs The Internet



And more ...





**Tim Rogers**  
Managing Director  
TK Refrigeration

We are already half way through the year and into the time when the number of breakdowns increase. The hotter the weather, the harder your equipment has to work, the more breakdowns there are. This is where pre-planned maintenance can be a big bonus for you as the main cause of breakdowns in the hot weather is where the condensers are blocked and therefore can't cool the equipment to temperature.

In this issue the **Day In The Life Of** feature is all about Chris Pass who has been with the company for 10 years (and counting). I do tell him, frequently, that it proves what a nice boss I am and he must love working for me!! He doesn't disagree, well not to my face anyway.

Also take a look at our new image on page 4. We have changed the company colours and wrapped all our vans in eye catching blue, orange and white. The general consensus is you can't miss them on the road.

## A day in the life of Chris Pass

### Operations Manager

My day normally starts at 6am when I check my emails just to ensure things haven't changed, such as an emergency job, where I need to go direct to site. If I don't have a pre-planned job to go to I will make my way to the office.

As operations manager my day does vary quite a lot in the fact that I see many projects through from beginning to end. This can involve carrying out a site survey for customers requiring, for example, a refrigeration or air conditioning heat pump solution. I then work out the quotation and should this be accepted I will then either oversee the works or even get my hands dirty by carrying out the works. (although all my colleagues will laugh out loud at that as I **always** wear gloves!!)

On other occasions it could be general breakdowns such as a noisy fan motor, over heating cabinets, walk in coldrooms that have frozen the food or cellar cooling systems that are heating the beer.

An exciting new venture that I am involved in and can take a fair bit of my time, is introducing customers to the enormous benefits of online temperature monitors. These are stand-alone temperature monitor/recorders that relay live temperature data via the customers Wi-Fi to our monitoring centre, where we are instantly alerted to any irregularities to a customer's refrigeration system, before a catastrophic failure occurs. The initial installation and setup can be quite time consuming.

At the end of the day, depending on whether it is my week as the 'on call' engineer, I can go home and relax with my wife and daughter also affectionately known as 'my girls'.



**Chris Pass**  
Operations Manager

Our next issue of 'A day in the life of' will feature Mary Faulkner, our Senior Administrator who celebrates 15 years at TK Refrigeration in September!



## Safely Recycling Refrigeration Units

When out driving how many times have you noticed fridges, freezers and other items dumped in a layby or on the side of the road? I'm sure all of us must have, at one time or another, seen similar sights to the one above. Fly tipping has dramatically increased over recent years and this is because of the difficulty in disposing of these items.

The onus is on you, our customer, to arrange for your refrigerated equipment to be disposed of safely and in line with government statutory legislation. You need to ensure that the company you employ to dispose of your old units will not just take them off your hands and dump them on the side of the road. In cases like that if the trail leads back to you it can land you with a fine of up to £2,500.

We, at TK Refrigeration, can carry this out on your behalf.

We will collect the cabinet from your premises, at a time convenient to yourselves. The unit will then be taken to our workshop where the polluting refrigerant will be safely recovered and stored in a reclaim cylinder. This cylinder will then be sent on to the main distributor, who have been issued a permit by the government, to carry out destruction of the waste refrigerant contained within.

Refrigerant reclaimed and collected from TKR for return to wholesaler with completed appropriate paperwork

Returned waste refrigerant is analysed for disposal

Destruction of waste refrigerant carried out by government approved installation

The disposal of the cabinet has to be done differently, it has to be stripped down and the foam interior removed and separated from the metal. The carcass is then taken to a centre for destruction or recycling.

Cabinet is stripped down to remove foam insulation from the interior

Foam is disposed of separately from the carcass of the cabinet

Environmental disposal certificate supplied by TKR

To carry out the above procedures we have to have a current waste carrier license and be F Gas registered. We will supply you, for your records, with an environmental disposal certificate to show the cabinet has been handled and disposed of in accordance with government guidelines.



# TURNING THE PAGE

## on our new rebrand

After many years of the same white van design and retro logo, Tim decided that it was about time TK Refrigeration had a revamp, ready for what we have found to be an already busy year!

Sporting a new, modern logo, and our vans well and truly revived, we head into our busy summer period looking hot off the press!

Our Operations Manager Chris designed the new logo, and with quite a bit of help from our friends at Sign Link, Officeworx and SL Clothing, the image of TK Refrigeration has been reborn!

**Sign Link**, located near Gloucester, helped us to reinvent what we think you would agree are our striking fleet of vans. Our Administrator Carolyn designed the wraps, and then worked with the team at Sign Link to see through the process, with the final reveal being better than what we could have imagined! You certainly can't miss them now!

**SL Clothing** in Brockworth, brought our image to life through our workwear. We kept with the same navy colour—mainly because our engineers can become grubby after a day's graft! But, we have now embroidered each person's name onto the garments to make our customer's life easier when identifying who is attending their premises.

And finally, **Officeworx** located in Cheltenham, who has made a bespoke stationery package to reflect our brand. So, we are now armed with specially branded business cards, letter heads, and new customer welcome packs which look extremely professional.

officeworx







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## OR The internet?

## Where do you buy your new equipment?

Over recent months we have found that we are being called to take a look at various types of equipment that people have bought online. In a world where we rely on the internet for day to day tasks like the food shop, banking and updating social media, it is only natural to see what is available for your businesses, at a price that will suit you.

*But, are you actually getting a better deal?*

### What We offer!

- Plenty of real humans to talk to, no dreary hold music!
- We get to know your requirements
- Offer competitive prices, and a leasing option where applicable\*\*
- Supply you with a few options that are in stock, so you don't have to spend hours searching online or be disappointed when the delivery doesn't turn up!
- Clearly state any warranty and what it includes
- **Deliver the equipment at a time that suits you, avoiding busy service hours**
- **Have our engineers install the equipment and ensure it is in working order**

\*\*Subject to terms and conditions, please ask for details

### Next day delivery—**excellent!**

5pm the next day—hmm, my delivery hasn't turned up. After hours on the phone to several customer service advisors, they have told you your item is on back order for the next 4 weeks, but they have still taken your money!

### Delivery

### Security

Is the website you are ordering from a secure one?  
Do they have a secure payment platform?

### Warranty

Have they clearly stated if any warranty is included? Do you need to spend time registering your details after you have had the delivery before warranty is valid?

### Pricing

**Wow—that's cheap!**

Probably because it is! You'll often find that the price of the unit itself is too good to be true, and this often ends up being the case. Are you purchasing equipment from a reputable, reliable source? Does it come with any warranty? Is the company easy to contact if there is a problem?

One of our customers had a shock when their online order was being delivered during the peak of afternoon service and because they couldn't come away to help, the driver left the unit outside, and that was that. A door step delivery, is as it says, they will deliver to your door, and it is then your responsibility to get the equipment in place and in working order.

Why not get  
in touch today, to see  
how TK Refrigeration  
can help.

01452  
**739 483**

# Paws for a pint

With the peak of Summer just around the corner and the hope for some good weather on the cards over the coming months, it is the golden opportunity for dog walkers and their four legged companions to enjoy the beautiful surroundings our wonderful county has to offer.

Your smart watch says you've smashed 10,000 steps today, so with a cool, guilt free beverage in hand, you and the pooch bask in the last of the evening sunshine after a long country walk—bliss!

and with so many wonderful places to walk in the county...

## Why not try somewhere different?

We have included a few of our customers below who are kind enough to allow our furry friends on their premises, and welcome them with open paws with water bowls and treats!



### The Bell Inn at Selsley

Bell Lane, Selsley, Stroud GL5 5JY

Set in the picturesque and quaint village of Selsley, The Bell Inn is a 16th Century grade two listed, Cotswold Inn with two dog friendly bedrooms. Dogs are welcome to wander freely around the Inn, apart from the Kitchen of course! And, they have an in-house pooch named Bacchus, a 2 year old Rhodesian Ridgeback who loves making friends!

### Gupshill Manor—Tewkesbury

Gloucester Rd, Tewkesbury GL20 5SY

As one of Gloucestershire's leading pubs, our commitment is to using the finest local produce to create mouth-watering dishes, marrying it with an informal, relaxed service whilst still delivering excellent value for money. Dogs are welcome in all areas that aren't carpeted!



### Thyme & The Swan at Southrop

Southrop Manor, Southrop, Lechlade GL7 3NX

Thyme is a restored historic Cotswold estate and farm which has been a part of a family project for over 3 generations. It is a story of restoration, rejuvenation and building a sustainable future, where an overriding love of family, food and entertaining merge with farming, science, beauty and art and conservation.

Dogs are permitted in the two cottages: The Tallet (4 bed) and the Old Walls (2 bed) as well as The Swan pub in the village.

Would your business like to benefit from free advertising and feature in a future issue of our customer spotlight?

Email your interest to [carolyn@tkrefrigeration.co.uk](mailto:carolyn@tkrefrigeration.co.uk) and we will contact you with our next availability.





**Congratulations** to The Hare and Hounds Hotel in Tetbury who is the lucky winner of our “**Service now, save later**” competition featured in the last issue of Cool Times. By taking out a maintenance contract, not only will they benefit from enhancing their units lifecycle with regular maintenance visits, they have also bagged themselves £50 worth of Love2Shop vouchers to spend on whatever they wish!

**Happy Spending!**

If you would like to find out how a maintenance contract could benefit your business, and for a free, no obligation site survey, please get in touch today!

## Trapped Personnel Alarm Competition Extension!

Due to the large number of requests received to carry out a demonstration for the trapped personnel alarm kit, we have extended our closing date to **Friday 31st August 2018** to make sure we have enough time to fit in everyone's free site surveys.

There is still time to enter to win a Trapped Personnel Alarm for walk-in Cold and Freezer rooms! Call today on **01452 739 483** for details.



## KIND COMMENTS ...

“We would like to extend our thanks to both you and your team for the excellent job when fitting Air Conditioning in our house - and not in the best of weather - yet when they left you would not have known they had been, in fact the rooms were probably cleaner than when they started! What a pleasure it is to know that some people still take pride in their work. We are now looking forward to a long hot summer to appreciate the benefits.”

Mr & Mrs Reynolds, Gloucestershire

## NEXT ISSUE:

- Energy efficient door curtains
- Customer Spotlight
- Water Softeners, and how they benefit your machines
- Plus much more!

**Due Autumn 2018!**