

Martyn Edwards-Frank Ford

Masters in frying range technology



Based in the North-East of England, Martyn Edwards & Frank Ford have over 100 years of experience of specialised manufacturing within the frying industry.

Martyn Edwards Frank Ford pride themselves on manufacturing the very finest fish & chip frying equipment and would like to take this opportunity to introduce you to our competitive range of specialist products. The choices we offer, together with the many options available, will help you make the right decision when it comes to what will probably be, one of the most important investments your business will make.





Martyn Edwards has worked within the fish and chip market for over three decades, whilst the Frank Ford brand, originally based in Halifax, has a pedigree stretching back over a century. Steeped in history, the name Martyn Edwards and Frank Ford has become synonymous with tradition and reliability, with ranges made in the 1900's still in use to this day.

Our Philosophy

We understand that within the frying profession, quality is everything. From the batter and product down to the serving containers and paper, everything you choose affects your reputation. That's why our company's philosophy has always been to ensure our equipment meets your exact, high standards, every time.

Our commitment to quality and development is at the forefront

of our working ethos. We have always strived to design a combination of modern-day technology and contemporary design, which suits both your businesses needs and your design requirements. We aim to give all our customers a fair and competitive price and with finance options available, there's nothing stopping you from frying with the best equipment available.



THE 'NEW IONA' TWO PAN GAS RANGE.
FRANK FORD. SOVEREIGN WORKS. HALIFAX. ENGLAND.

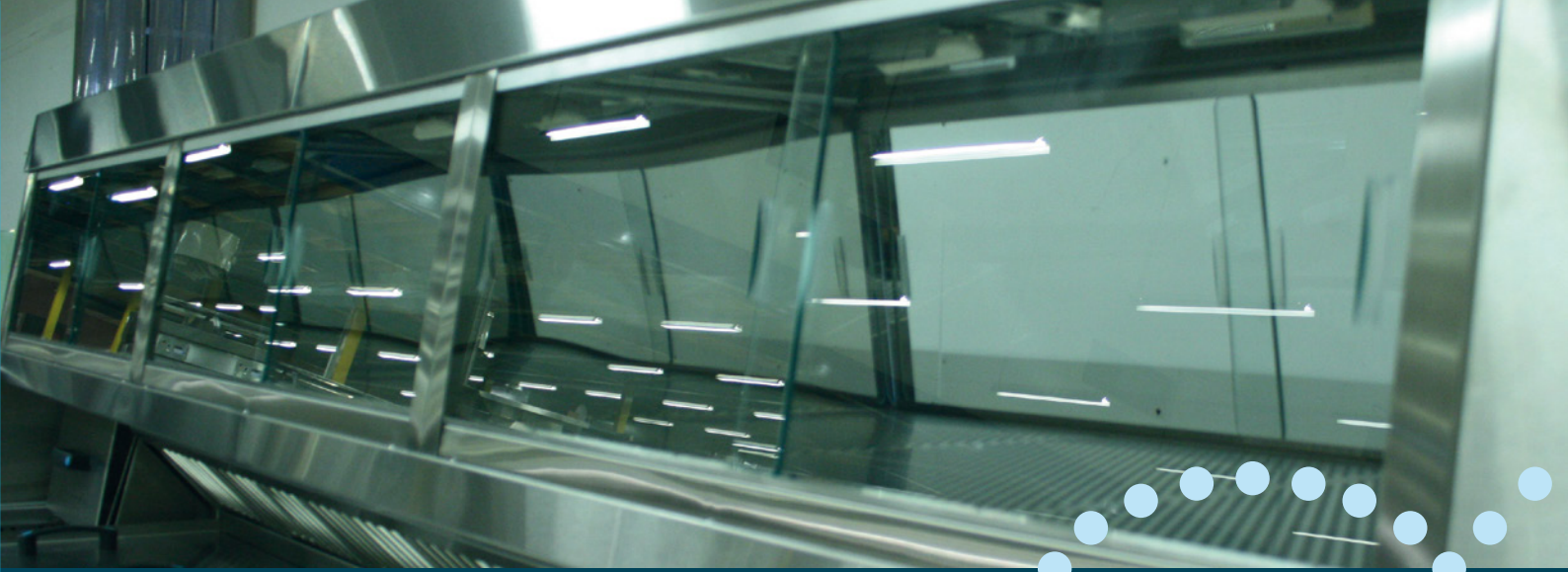




From traditional to contemporary, we have the frying range for you.

Martyn Edwards - Frank Ford can cater to your ideal aesthetics. The **Traditional roll lid** and **hinge lid** designs allows for maximum access to your frying products, whilst still providing a convenient closable lid by hand. Our most recent addition, the **Crossover**, offers all the latest in modern frying advancements and design in a smaller, more efficient package. The **Omega** comes with integrated filtration for your oils, high efficiency as standard to **save you money** on your bills, product timers and a streamline design to ease the cleaning process, providing an open, unobstructed view of all your frying goods, so you can really see how your products cook.





Understanding efficiency, maximising profit

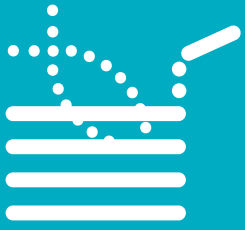
We understand the cost of overheads, which is why a Martyn Edwards Frank Ford range is designed with high efficiency as standard. We believe that running costs should be the least of your worries within this business, so our aim is to make your money go further by manufacturing and implementing the latest in money-saving technology.

Our specialised burner & combustion chambers help maintain the heat to ensure a fast recovery time once new product has been added into the pan.

This not only ensures that your oil will be up to temperature quicker, but cuts down on gas and electricity usage by regulating your pans with an on/off system.

Other options such as built-in filtration takes the stress out of the end-of-day draining, whilst allowing you to prolong the life of your oil.





Counter, island or wall range, you choose...

Counter

A favourite within the industry, keeping you in close contact with your customers whilst frying and serving with space alongside your range for your tills and condiments.



Island

Frying from one side and serving from the other, the island range gives you the ability to access your range from both sides without compromise.



Wall

For shops which want to take full control of their working space, the wall range lets the frying be performed separately from the serving counter.



We have a range to suit whatever style of shop or restaurant you have



Flat hinged lid

The minimal design of the hinged lid makes this a classic of the industry. The hinged lid gives unhindered access to your product with its timeless appearance.



Traditional roll lid

This classic time-honoured approach to range design with its sliding roll lid is both efficient and aesthetically pleasing allowing easy access to product. Along with internal side-entry doors this roll lid range allows easy pan to chip/scrap box transfer, making for efficient cooking and cleaning.



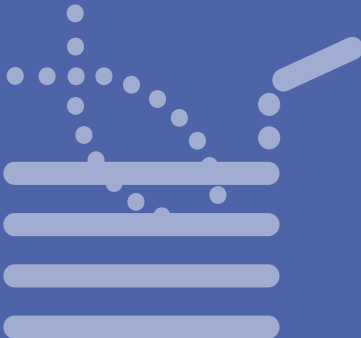
Open top

Open top access offers an unobstructed view of your product complete with a removable lid for when the pans are not in use.

For customers who appreciate a modern range with complete ease of access, this is the go-to for non-stop product cooking in a busy shop.



Our Traditional Ranges



Keeping with the Martyn Edwards Frank Ford tradition, our only changes are to the technology. Adapting classic design with modern equipment, our traditional series of ranges appeal to those who want the equipment that put the Martyn Edwards Frank Ford brand on the map. As with all our products, the traditional ranges can be designed to your precise specification and configuration to ensure they meet your exact requirements.

Traditional Rotundo

The Frank Ford Roll lid is the style most people would associate with the word “traditional”. Over the years features such as the sliding roll lids and side entry chip box doors have been shown to give maximum access and best viewing for your frying product, whilst still providing that convenient closable lid, close at hand.

Traditional Premier

This range with its hinge lid access, is a robust piece of frying equipment. Delivering efficient, consistent results it is the entry level range in our frying equipment portfolio.

With square, sleek lines, it offers simple yet effective access to all pans and chip boxes which makes it a firm favourite with customers.



The Omega Range





The pinnacle of frying

Our flagship range, the Omega incorporates the latest in frying technology, with contemporary looks which can be combined with your individual style. For the demanding business with a high product output, this range brings the necessity for quality and efficiency to the front. Open, unobstructed views of all your frying products are the distinguishing features of the Omega.

Some of the extensive features available on the Omega range are:

- Integrated filtration
- High efficiency as standard
- Specialised burner and combustion chamber combinations for all pans
- Omega digital thermostats
- Pan utility grids
- Options to basket fry
- Product timers



All Omega ranges are built to your precise specification and configuration to ensure they meet your exact requirements.



Crossover to efficiency and economy



CROSSOVER

The Crossover has been developed as a mid-market range for fish and chip shops.

Still offering the same high efficiency as the Omega, the Crossover option offers a more economical specification. Designed for the business who want the efficiency, without the extra convenience an Omega can offer.

All units are built to your precise specification to provide the exact configuration of pans, chip boxes and utility boxes needed to meet your requirements. The Crossover has the flexibility to meet any customer requirement - without breaking the bank.



Satellite, our space-saving star



Omega SATELLITE

Designed as a stand-alone unit, the Omega Satellite is engineered to fit where space is at a premium.

With the same frying output as a standard size fish and chip range, the Omega Satellite can fit under an existing canopy and commissioning only taking a single day.

The Omega Satellite can be manufactured to cater for natural gas, LPG or three-phase electric which makes it the ideal candidate for not only kitchens, but for mobile catering units suitable for events and food markets.

With the ability to basket portion or free fry, the option for built-in three-stage oil filtration to be



installed and with high efficiency as standard, the Omega Satellite covers all bases and supplies all the function of a full-sized range, in a smaller, standalone package.

The Omega Satellite is fully customisable and can be built to your precise specification and configurations, to meet your exact requirements.



Design it your way

Whether you're a long time veteran of the catering industry, or someone whose passion is just beginning, we can help you along your way. From advice on legislation down to appropriate equipment and shop design, we're here to give you the help and advice you need.



Bespoke design, detailed planning

All our quotations and site visits are free of charge and we're more than happy to help you with any questions you may have regarding the design and implementation of your new venture.

Our team have over 25 years in the business and are truly up-to-date with all the relevant guidelines, from gas safety to council-branded legislation, we can ensure you'll be working not only well within the legal guidelines, but also with all the latest in modern equipment and aesthetics of your business.

Finance options are available on all range purchases (conditions apply).

Paying attention to the particulars on your range is just as important as making sure you are working with the best equipment. Your range is at the forefront of your shop, so make it stand out with your personal touches.

We offer bespoke services such as:

- **Laser cut metal panels to showcase your brands name and logo**
- **Patterned front panelling**
- **Remote controlled ambient lighting**
- **Heavy duty custom printed panels**
- **Coloured and patterned Formica**
- **Solid surface worktops**
- **Glass top counters with optional LED lighting**

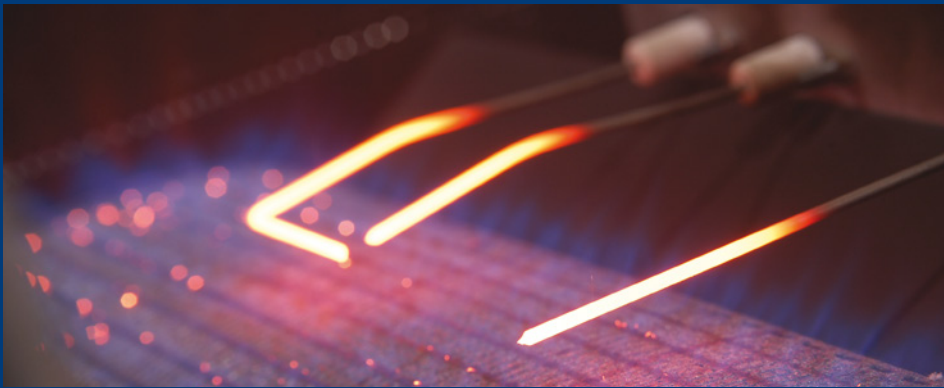


All options can be incorporated into your range to add a flair that's as individual as you are.



24-hour Service & Support from our dedicated team

In order to bring peace of mind to our customers, we offer dedicated round-the-clock coverage should any problem ever occur with your range out of hours.



Servicing the UK and Ireland

From weekend to evenings, our engineering team provide coverage all across the United Kingdom and Ireland.

Our engineers aim to carry an array of spare parts and pieces of equipment for most range brands enabling you to get you back up and running as quickly as possible.

Spare parts department

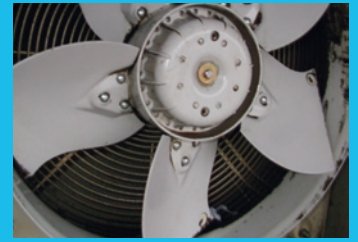
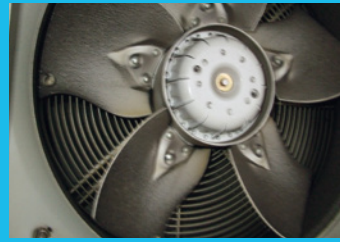
We also offer a **full range of spare parts for our ranges**, along with a variety of sundries such as filter bags from our in-house spares department, offering next working day delivery.

Call us on **01642 489868** any time to speak to one of our representatives should you ever need us.





Keeping your frying extraction in top condition



Dirty or poorly serviced ducting presents a real risk of fire. Over time, fat and grease build-up in your ducting, clogging your extraction and any excess heat or sparks could cause it to ignite.

Duct cleaning is a vital process to ensure your shop stays working within your insurance's regulations and keeps your range, whatever the brand, running efficiently. Insufficient air flow within your extraction system due to clogged ducting makes your burners work harder and at a higher temperature to compensate, which means higher bills at the end of the month. Beyond the economic

issues, many insurance companies require an annual duct clean to be performed. Depending on your insurance requirements, your policy could be void if the cleaning is not done by a professional cleaning company. Our dedicated ducting team will ensure your ventilation system is cleaned to the highest standard, with before and after photos available upon request.

You will be issued a certificate which is recognised by both your local borough's health & safety teams and your insurance companies. All photographs and records are kept by our office should an incident occur and will be available to you should you ever need them.

Once a fire starts in your ducting, it can be nearly impossible to stop.





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