



CHURCHILL®



PERFORMANCE DELIVERED

8 REASONS WHY A CHURCHILL
PLATE IS MORE THAN JUST A PLATE



EST. 1795

01 PERFORMANCE MATERIALS

02 ENGINEERED SHAPE & FORM

03 VITRIFICATION & FIRING

04 GLAZING

05 QUALITY & CONFORMANCE

06 DESIGN INNOVATION

07 SERVICE & STOCK

08 HISTORY & HERITAGE



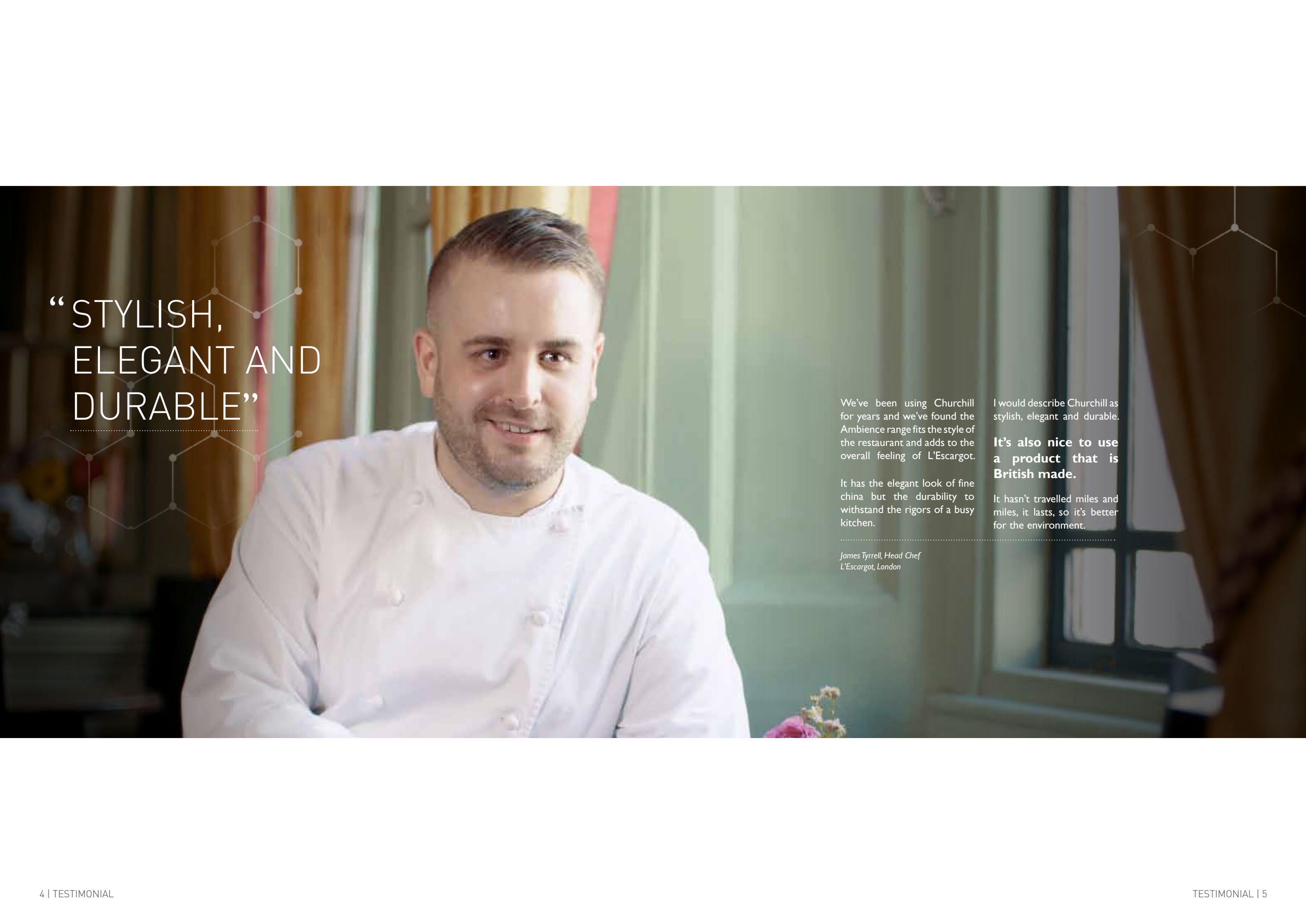
WE BLEND CENTURIES OF EXPERIENCE WITH CUTTING EDGE TECHNOLOGY AND DESIGN INNOVATION TO PRODUCE ONE OF THE STRONGEST CERAMIC BODIES IN THE WORLD.*

Manufactured in the UK, Churchill's tableware is precisely engineered to perform to the demands of the hospitality environment. Every step in the process is practised and refined. From the sourcing of raw materials and unique formulation of the clay body, to shape engineering

and numerous quality checks ensuring that Churchill products work as hard as you do. Top industry chefs choose Churchill over other brands due to the performance, expertise and design of our ceramics adding value to their hospitality operations.

* Based on MOR

THE PERFECT BLEND OF SCIENCE, EXPERTISE & ENGINEERING



“STYLISH,
ELEGANT AND
DURABLE”

We've been using Churchill for years and we've found the Ambience range fits the style of the restaurant and adds to the overall feeling of L'Escargot.

It has the elegant look of fine china but the durability to withstand the rigors of a busy kitchen.

*James Tyrrell, Head Chef
L'Escargot, London*

I would describe Churchill as stylish, elegant and durable.

It's also nice to use a product that is British made.

It hasn't travelled miles and miles, it lasts, so it's better for the environment.

01

PERFORMANCE MATERIALS

Our unique clay recipe is essential in creating a strong and durable product for the hospitality industry. Our raw materials are selected to deliver the optimum balance of strength and whiteness.



UK CLAY SOURCE

Our clay comes from Devon and Cornwall in the UK and we work closely with our suppliers to ensure continuity of supply. Geologically there is over 100 years worth of supply at our clay source.



DID YOU KNOW?

The sand (one of our fillers) that goes into our clay body is specially sourced from Scotland due to the pure white colour.

Six tests are performed on our raw materials giving us a thorough understanding of the clay, this ensures predictability, consistency and performance.

ADDED ALUMINA

Alumina or Aluminium Oxide is the chemical compound of aluminium and oxygen with the chemical formula Al_2O_3 . Alumina adds superior strength and whiteness and has shock absorbent qualities that combined with other components improves the products performance in use.



ALUMINA STRENGTH

The Alumina that goes into our clay body to add strength and shock absorbency comes from Bauxite Rock, the mineral used to make aluminium.

TECHNICAL FACTS



4

Classifications of Raw Materials

Alumina

Adds Strength, Shock Absorbency and Whiteness

China Clay

Adds Whiteness

Ball Clay

Adds Elasticity and Flexibility

Fillers & Fluxes

Occupies the Space Between Particles, Aiding Vitrification

02

ENGINEERED SHAPE & FORM

Every piece of Churchill's ceramic is designed with performance in mind. Through expert shape engineering, we reinforce strength and durability while continual investment in technology guarantees functionality and consistent quality.



DID YOU KNOW?

100% of unused clay is recovered and recycled



ENVIRONMENTAL RESPONSIBILITY



ENGINEERED BALANCE

A combination of extensive industry knowledge and continual investment in leading manufacturing technology ensures the product is kept at an optimum weight for both functionality and durability.

Weight is reduced where possible.



SUPPORTING FOOD SAFETY

Weight added to potential impact areas provides greater strength. A rolled edge is engineered to enhance edge chip resistance.



INNOVATION & ROBOTS

Innovation in machinery and robotics gives us the capability to create innovative shapes and large pieces.

CONSISTENCY

The technology used to form our products ensures consistency in size and weight allowing pieces to be stacked back of house using less space and reducing breakages.

FINISHING

Edges are sponged to create a round, smooth finish which is less vulnerable to chipping.



INTERNATIONAL STANDARD
IMPACT RESISTANCE OF CERAMIC TABLEWARE



BRITISH STANDARD EUROPEAN APPROVED
DETERMINATION OF IMPACT RESISTANCE

TECHNICAL FACTS



Less than 10cm

The average height of key flatware shapes such as Profile and Evolve when 12 are stacked.

03

VITRIFICATION & FIRING



SUPPORTING
FOOD SAFETY

100% of Churchill's ceramics are vitrified which is essential to the hospitality industry. Vitrification is a process where we physically change the clay, melting it to make our ceramics impervious to water, which also means that bacteria has less opportunity to penetrate into the ceramic and grow.

DID YOU KNOW?

Our investments in fast fire kilns reduces energy consumption by up to 40%



ENVIRONMENTAL
RESPONSIBILITY

VITRIFICATION TESTING

We test the vitrification of our product everyday, both in the kilns during firing and in our laboratory when the manufacturing process is complete.



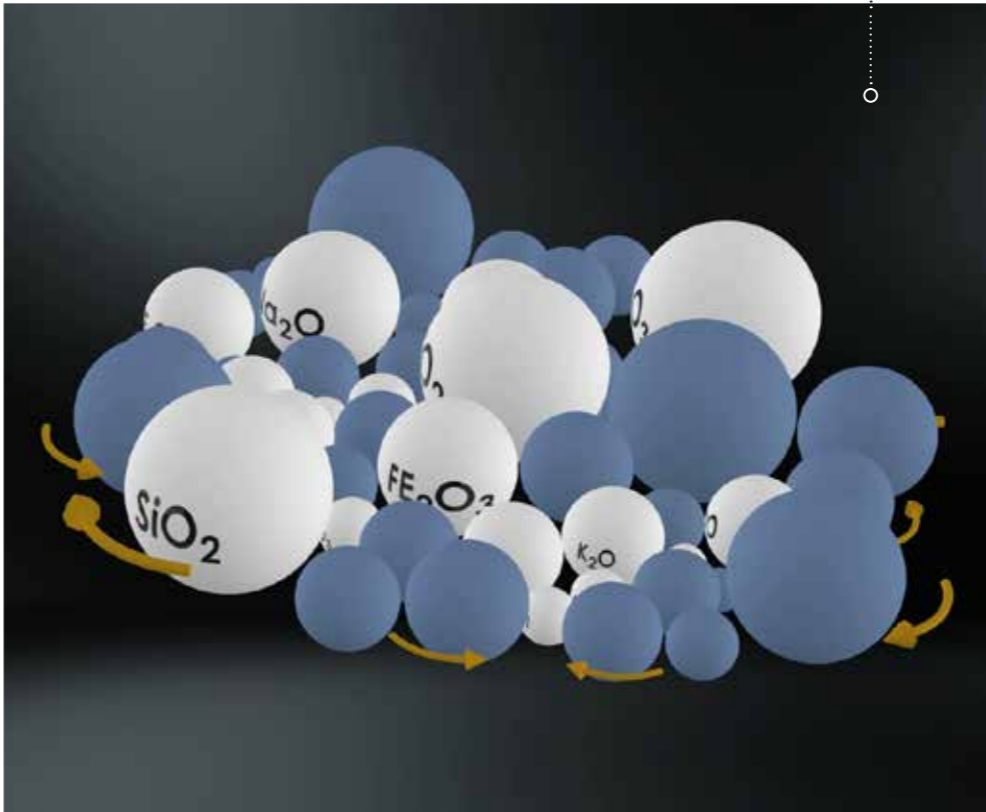
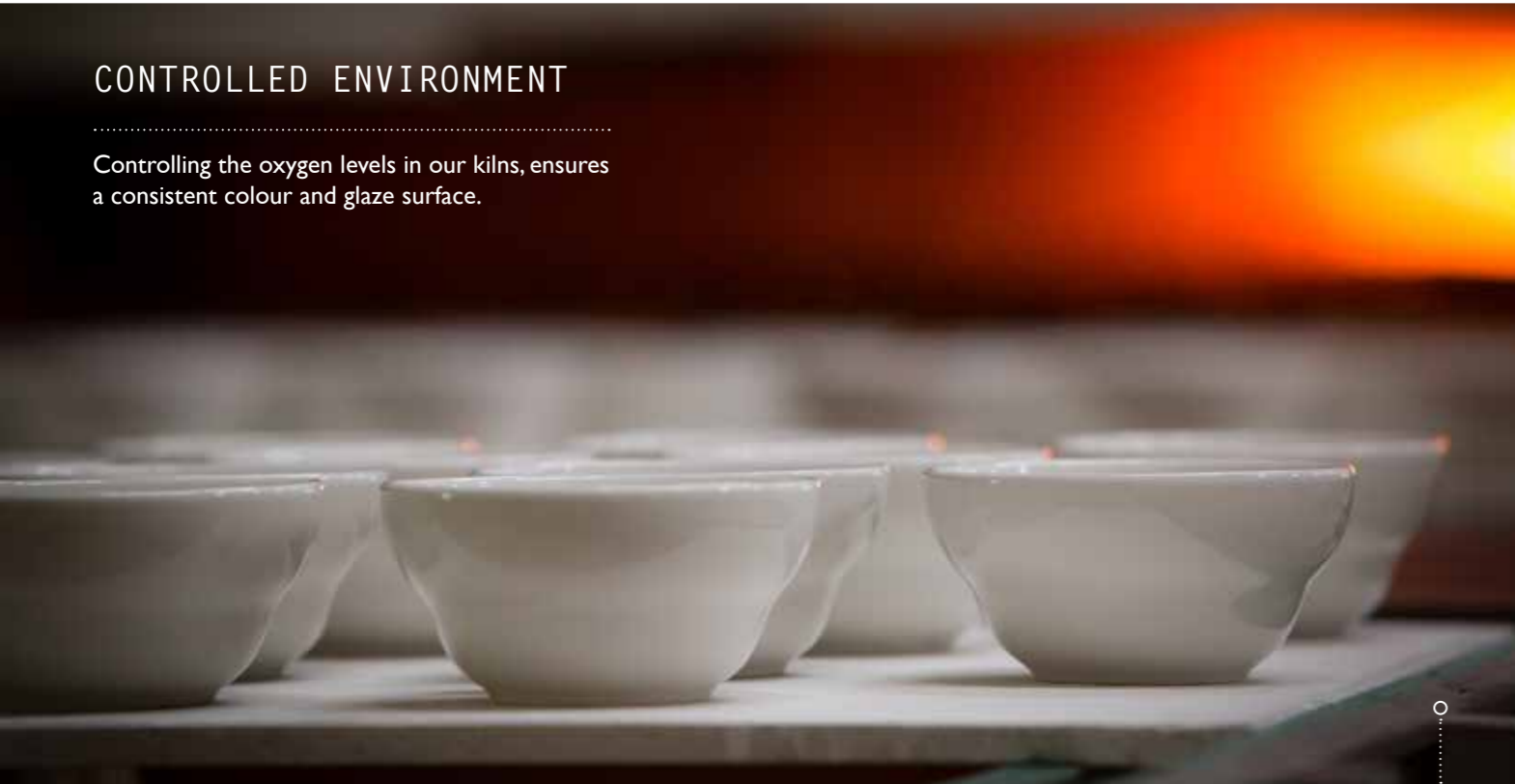
BRITISH STANDARD
EUROPEAN APPROVED
VITRIFIED HOTELWARE



BRITISH STANDARD
EUROPEAN APPROVED
WATER ABSORPTION

CONTROLLED ENVIRONMENT

Controlling the oxygen levels in our kilns, ensures a consistent colour and glaze surface.



HIGH STRENGTH FIRING

Combining a firing temperature of upto 1200°C with a unique recipe of performance materials ensures vitrification.

VITRIFICATION

Breakages in ceramics are generally related to porosity, or how much water a piece can absorb. Water absorption weakens the chemical structure affecting its durability over time. Through the process of vitrification, the particle structure of our ceramic body becomes strong, dense and watertight.

STRENGTH TESTING

On average, our UK made vitrified ceramic bodies can withstand the weight of 19500psi. This is the equivalent to the weight of an elephant.

TECHNICAL FACTS



10,000

The number of times we test vitrification a year.

04

GLAZING

Our glaze is hard wearing and designed specifically for the hospitality environment. The durability is a combination of the glaze recipe, the firing temperature and substrate.

FRITTED GLAZE

The components in our glaze are carefully selected to maximise clarity and resilience. Our glaze is fritted, creating a smooth finish and added durability.



UNDERGLAZE DECORATION

Decoration is applied underglaze, this provides a protective layer so that colour and pattern does not fade or become damaged.



SUPPORTING FOOD SAFETY

SPRAY GLAZING

Sprayed glaze creates a smoother and more consistent finish. Our glaze is hard wearing, resistant to metal marking and designed to withstand hospitality cleaning and sanitising processes, including industrial dishwasher cycles and alkaline sanitisers.

TECHNICAL FACTS

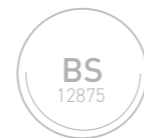


Tested to 5000

Dishwasher cycles

10x

The domestic standard for products used in the home



BRITISH STANDARD
MECHANICAL DISHWASHER RESISTANCE



CONSISTENCY

We work in partnership with leading global glaze suppliers to ensure our glaze consistently performs.

DID YOU KNOW?

Our glazing system is carefully formulated to allow oversprayed glaze to be collected, go through a lengthy cleaning process and then be reused, minimising our impact on the environment.



EUROPEAN STANDARD
CRAZING RESISTANCE OF
CERAMIC ARTICLES



ECO GLAZE

THERMAL STABILITY

During the critical stages of firing we ensure that the glaze contracts at an optimum level with the clay body. This prevents failure in use called crazing. The relationship between the Glaze and the Body is determined using the coefficients of thermal expansion.

GLAZED BASE

Although glazing the base of our ceramics adds complexity, it increases functional benefits to the customer. Glazing the base requires 'pin-firing'. This is when the piece sits on a crank to ensure the glaze coats the full base. The crank leaves small marks behind called 'pin-holes' signifying that the piece has a glazed base. Our fully glazed base can reduce surface scratching when the product is stacked, limiting the potential to become an entrypoint for bacteria.



“LEADING
THE WAY”

IN DESIGN INNOVATION

“Churchill for me are leading the way, they're at the forefront of new designs, new concepts. They've got the march on most people.

I would say Churchill's approach to innovation is running at a massively fast pace,

there isn't a month goes by that we don't see something new, something innovative. I've

worked with Churchill for a number of years. Probably the best part of 20 years now and I've never had a problem. Uniformity, size and stack-ability are important because space is at a premium in kitchens, and on durability, if plates are all the same size and shape there is no chance of them getting knocked or chipped because they fit together perfectly. The longevity and amount of time I've been working with Churchill, I've never had a problem”

*Nick Vadis, Culinary Director
Compass Group UK & Ireland*

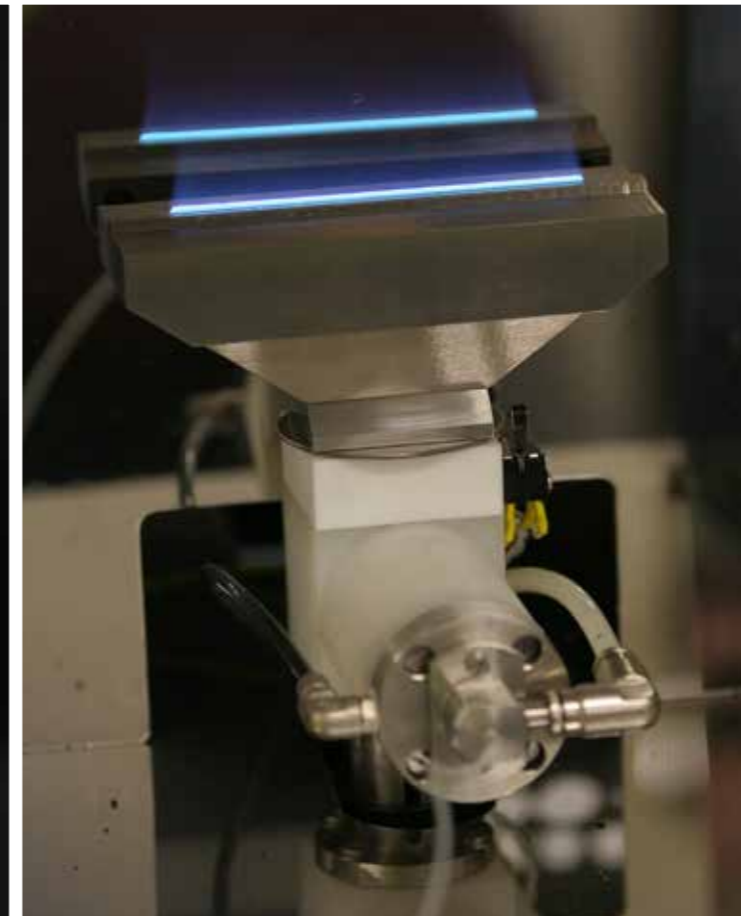
05

QUALITY & CONFORMANCE

Churchill ceramics are continuously tested and quality checked, from the stage of raw materials, throughout the manufacturing process to the final fired piece.

DID YOU KNOW?

We are a member of the BCC (British Ceramic Confederation), one of the leading bodies in ceramics.



IMPACT & EDGE CHIP RESISTANCE

We understand the importance of edge chip resistance and engineer our products to perform in the busiest environments. Strengthening impact areas and adding a rolled edge improves edge chip resistance.



DISHWASHER DURABILITY

We test dishwasher durability to British Hospitality Standard BS 12875. In service testing has demonstrated that under hospitality use, this is the equal to 5000 dishwasher cycles. The equivalent of putting the same plate in the dishwasher everyday for 13 years.

CONTINUOUS IMPROVEMENT

Our continuous improvement program ensures we aim to constantly improve the quality of our products.

IN HOUSE LABORATORY

We test daily in our inhouse UKAS accredited lab:

- 01 Our Performance Materials - China Clay, Alumina, Ball Clay, Fillers and Fluxes
- 02 Engineered Shape and Form - Size, Shape and Stackability Size and Shape Consistency
- 03 Vitrification - Water Absorption
- 04 Glazing - Dishwasher, Glazing and Thermal Stability
- 05 Quality and Conformance - Edge Chip Resistance

TECHNICAL FACTS

11

We test our portfolio to 11 British, European and Global standards

06

DESIGN INNOVATION

Churchill are experts in ceramic design and at the forefront of innovation. Our entire product portfolio is designed in the UK by our experienced and talented design team. We work with chefs from around the world ensuring we understand the needs of our customers.

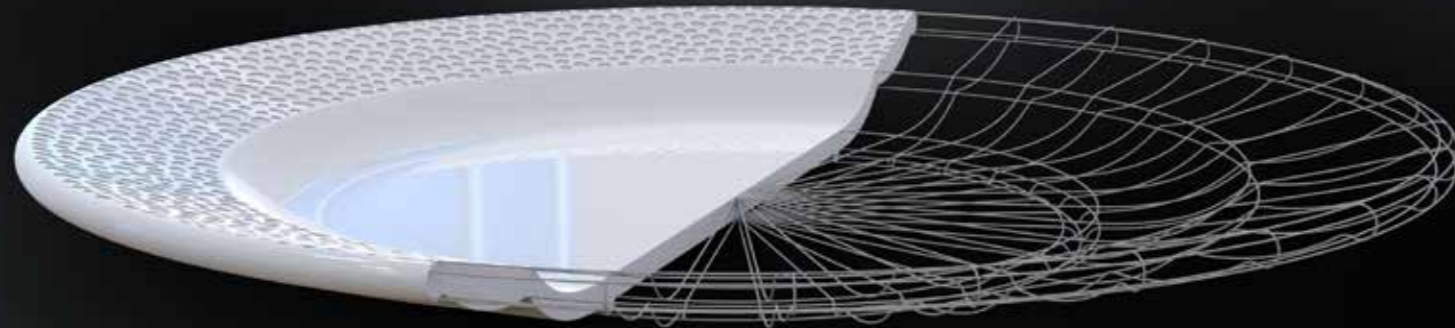


DID YOU KNOW?

Churchill have launched over 1700 new products since 2016 and have over 3000 products in the portfolio.

INDUSTRY KNOWLEDGE

We invest in gathering extensive market knowledge. Our research team identifies and tracks new and existing trends in interior and product design, as well as the hospitality and food industries.



LEADING CAPABILITIES

Investment in the latest manufacturing technology, including the biggest installation of pressure cast machines in the UK and amongst the largest in Europe, allows us to combine original techniques with innovative shapes and larger pieces.



RESEARCH AND DEVELOPMENT

We are continually developing materials that bring colour, texture and pattern to the tabletop without compromising on the durability that the hospitality industry demands.

TECHNICAL FACTS

3000

We have over 3000 products in our portfolio.



MACHINERY & PEOPLE

A perfect balance of machinery and people. We combine up to date manufacturing technologies with historical ceramic techniques in order to innovate with design.



“INVESTING
IN SOMETHING
FOR YEARS
TO COME”

“I’ve been working for years with Churchill, I’ve got plates here which are over 10 years old and they’re still there. I’m still using them.

It’s ideal to find a balance between plates that are going to last, and style and design, so that you are investing in something for years to come.

*Kuba Winkowski, Head Chef
The Feathered Nest Inn, The Cotswolds*

Using Churchill adds to the experience.

There’s nice ranges like Stonecast for example, it’s a bit rustic and fits to my food, fits to the cotswolds and the countryside we’re in. I find Churchill very good value for money, they combine good price, good durability and nice designs.”

07

SERVICE & STOCK

At Churchill we are dedicated to reliability, ensuring our product is in stock and delivered on time. We pride ourselves on our stock levels and ability to deliver on time, all around the world.



GLOBAL DISTRIBUTION NETWORK

We supply to over 80 countries around the world and have a distribution network of 500 distributors globally.



DYNAMIC WAREHOUSES

Our 130,000sq ft warehouse stores over seven million products. We process 44,000 cartons of Churchill product weekly, that's an average of 72,000 pieces everyday.

We have warehouses located in:

- Stoke-on-Trent, UK
- Rotterdam, Netherlands
- Chicago, USA

DID YOU KNOW?

Our investment in the latest technology includes hand held scanners which allows the multi picking of orders ensuring we deliver products on time with accuracy.



TECHNICAL FACTS

130,000ft
Warehouse

99.4%
of orders delivered
complete on time.

08

HISTORY & HERITAGE

Established in 1795, Churchill have been manufacturing ceramics in Stoke on Trent, England for over 225 years.

DID YOU KNOW?

We have been manufacturing ceramics since 1795. Over 100 years before the light bulb was invented.



TECHNICAL FACTS

650

Members of the global Churchill team. Our employee with the longest service began working for Churchill in April 1966.

CENTURIES OF MANUFACTURING KNOWLEDGE

Our expertise and capabilities in ceramics has been built and established over centuries, since Sampson Bridgwood first manufactured earthenware in 1795, Longton, Stoke on Trent. The company would later be renamed as Churchill.

THE WORLD CAPITAL OF CERAMICS

For over 225 years our home, Stoke on Trent, has been the world capital of ceramics. The city is known globally as 'The Potteries'.

A BLEND OF SCIENCE AND SKILL

Our past has shaped our future, we have taken 220 years of manufacturing knowledge and turned it into innovation. We have evolved and adapted to changes in the marketplace, introducing multiple manufacturing routes to produce colour and texture as well as investing in new technology to create differentiated shapes.



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02 ENGINEERED SHAPE & FORM



03 VITRIFICATION & FIRING



04 GLAZING



05 QUALITY & CONFORMANCE



06 DESIGN INNOVATION



07 SERVICE & STOCK



08 HISTORY & HERITAGE

8 REASONS WHY A CHURCHILL PLATE IS MORE THAN JUST A PLATE

We blend centuries of experience with the latest technology and design innovation to ensure our products work as hard as you do.

VISIT OUR SHOWROOMS

Head Office & Stoke Showroom
No. 1 Marlborough Way
Tunstall
Stoke-on-Trent
ST6 5NZ

London Showroom
Business Design Centre
Suit 102
52 Upper Street
Islington
London
NI OQH

Madrid Showroom
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7ta Planta
Puertas 4 y 5
Madrid 28008
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