

CUSTOMER JOURNEY

What do you need?

STEP 1

The customer discusses their specific needs and desired features. They evaluate how our equipment stacks up to the competitor. Assess needs for live demo or test product.

STEP 2 We design a custom solution.

We are much more likely than our competitors to meet any customization requests.

Our inside sales and design teams work to understand the customer's specific needs - asking questions, creating line drawings, and listening to feedback.

We fine-tune the design.

STEP 3

We continue to modify the design until the customer is completely satisfied. Depending on the scale of the project, test units may be built for the customer.

STEP 4

Your vision comes to life.

When the sale is finalized, our outstanding customer service and production teams create your ultimate foodservice dream. Every piece of your order is thoroughly tested before shipping. After delivery, we check in with the customer to be sure it meets their standards.



CHOOLAAH LOVES FWE'S CUSTOMIZED EQUIPMENT

We are very delighted with our partnership with FWE and our experience has been a 10/10 on multiple levels. Firstly, the FWE team's knowledge, collaboration and support has been invaluable. We have very unique and specific hot holding needs. FWE understood our needs and provided high quality customized solutions within our tight deadlines. We continue to rely on them as we scale.

RANDHIR SETHI / CO-CEO

THINGS TO CONSIDER



PRODUCT TYPE

What type of product are you holding?

Is it a moisture-sensitive product? (i.e. fried chicken, dumplings, side items)



CAPACITY

What is the max capacity needed at once during peak volume? We offer various sizes & stacked units



ACCESS FREQUENCY

How often is product pulled or reloaded?

How does access frequency impact cabinet recovery and food quality?



CONTAINERS

What containers do you use?

disposables, to-go containers)

(i.e. hotel pans, sheet pans,







COMPACT FEEDER HOLDING

- Perfect for High Volume Operations with Constant Replenishment
- Cost Effective and Low Maintenance **Design Has No Moving Parts**
- ✓ Easy to Use Electronic Controls



((RADIANT HEAT))

"HLC" SERIES

Holds 12" x 20" or GN 1/1 Pans of Various Depths, & 18" x 13" Trays

MAKE LINE MASTER

- Reduce Cross-Traffic and Labor Costs by Quickly Restocking Make Line from Lower Storage
- Independently Control Temp Settings for Each Well and Each Storage Compartment To Suit Your Menu
- ✓ Dry ("HWR") or Wet ("DRN") Wells



((RADIANT HEAT))

"HLC-W-H-HWR" & "HLC-W-H-DRN" SERIES

Holds 12" x 20" or GN 1/1 Pans of Up to 6" Depths, & 18" x 13" Trays

SENSITIVE FOODS

PRECISE MOISTURE CONTROL EXTENDS PRODUCT LIFE



Greater Flexibility

"PHTT" SERIES

Universal, Holds Various

Size Trays, Pans, & GN

Shown with Optional Powder Coating Precisely Control Temperature and Relative Humidity for Sensitive Products Like Meats & Vegetables

✓ Anything Lasts Longer in a Clymate IQ®

- Maximize Product Life with Precise Hold, Save Time & Money
- **Meats Maintain Seared Crust Without** Sacrificing Internal Moisture



Humidistat Monitors Relative Humidity Levels Accurately

Element in Water Bath Directly Controls Water Temperature for Precise RH% Control

CLYMATE IQ

Keep Sensitive Products Within Reach for Quick **Access and Order Prep**



Models Available to Hold Pans Deep or Wide (Side Load)

"PHTT-DR" SERIES Holds 12" x 20" & Fractional Hotel Pans Up to 6" Depths

Cubbies Separate Orders

for Easy Identification

Shown with Optional

Lexan Doors & Graphics

"HHS-C" SERIES

TO-GO STAGING

HEATED GRAB-N-GO ORDER FLOW

- ✓ Radiant Heat Extends Life of To-Go Orders
- ✓ Concealed Adjustable Thermostat
- ✓ Quick Heat-up (to 175°F in Under 15 Mins)
- ✓ Free-Standing & Counter Top Models

Highly Customizable Design

- Customize Size & Spacing
- Individual Power Switches Powder Coating
- Enclosed on Three Sides
- Lexan Doors (on Cubbies)

((RADIANT HEAT))





VISIBLY HEAT & HOLD TO-GO ORDERS



"HHS" SERIES

"HLC-1717" SERIES Holds Adjustable 17.25" x 17.25" Shelves

- Shallow 22" Depth for Counter Tops
- **Easily See and Keep Track of Orders** with See-Thru Lexan Doors
- ✓ Gasket Provides Tight Seal
- Magnetic Work Flow Door Handle
- Electronic Controls with a 90°F - 190°F Temp Set Range
- ✓ Equipped with Low Temp Alarm

((RADIANT HEAT))

Shown with Optional



"HLC-SL-1826" SERIES Holds 18" x 26" Sheet Trays (Or Optional Adjustable Shelves)

FRIED FOODS

Getting Ahead of the Rush: To fully maximize holding life of fried foods, first use **Clymate IQ Controlled Venting before moving product to Infrared Holding.**

CONTROLLED VENTING PRESERVES CRISPINESS FOR LONGEST HOLD

- Clymate IQ® Precise Temperature and Humidity
 Control Is Enhanced with Controlled Venting
- ✓ Controlled Venting Releases Excess Moisture
- , Fried Foods Stay Crispy on the Outside and Moist on the Inside

Total Humidity Control Keeps Crispy Fried Food in Top Sellable Condition for Longest Possible Hold



CLYMATE IO WITH CONTROLLED VENTING

"PHTT-CV" SERIES

Universal, Holds Various Size Trays, Pans, & GN

Used for Batch Cooking Used for Salt, Scoop,

KEEP FRIED FOOD CRISPY

WITH INFRARED HEAT

Infrared Heat System Extends Hold

of Fried Food up to One Hour

"HHS-IR" SERIES **Holds Hotel & Fractional Pans**

Prior to Key Rush Periods

"HMC-FD" SERIES **Holds Hotel Pans**

& Bag Prep

DOUGH, BREAD, & PIZZA

DOUGH RETARDING



Dough Ball Rise Creates Complex Flavor Development

Reaches 55°F in Less Than 10 Minutes

Promotes Consistent

Press "RD" SERIES

Holds Various Styles of 18" x 26" Dough Boxes

DOUGH PROOFING

Use for Both Proofing and Heated Holding with a Temp Set Range of 90°F - 190°F

Moisture Control Settings for Improved Proofing and Longer Holding Times



Dutch Doors and Magnetic Work Flow

PROOFER WHEATER "PHU" SERIES

PIZZA HOLDING

- ✓ High Capacity, "Double-Deep" Holding
- Add Water for Passive Humidity
- Holds 16"-18.5" Boxes Double-Deep, & 18" x 26" Travs
- Adjustable Shelves Hold Various To-Go Items
- Extends "Just-out-of-the-Oven" Taste and Texture



HUMI & TEMP

"TS-1633" SERIES

If you can DREAM it, we can BUILD it!



Let's build your dreams.

We can customize our products to meet your space and functionality needs.

Let's talk and explore the possibilities! 800-222-4393

Explore some options.

See our trifold guide to options and accessories for inspiration.



VERSION 002