



# CHURCHILL®



PERFORMANCE DELIVERED

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



## 10 REASONS WHY A CHURCHILL PLATE IS MORE THAN JUST A PLATE

### 01 PERFORMANCE MATERIALS

### 02 ENGINEERED SHAPE & FORM

### 03 VITRIFICATION & FIRING

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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



# 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.



### TECHNICAL FACTS



#### Alumina

Adds Strength, Shock Absorbency and Whiteness

#### Ball Clay

Adds Elasticity and Flexibility

4

Classifications of Raw Materials

#### China Clay

Adds Whiteness

#### Fillers & Fluxes

Occupies the Space Between Particles, Aiding Vitrification

## 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. Furthermore by responsibly sourcing clay from within the UK we are reducing the footprint of our supply chain.



### 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.

Rigorous 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.



# 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.



### 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.



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



EDGE CHIP RESISTANCE  
BRITISH STANDARD  
EUROPEAN APPROVED

### TECHNICAL FACTS



## Less than 10cm

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



### DID YOU KNOW?

## 100% of dry waste clay is recovered and recycled



ENVIRONMENTAL  
RESPONSIBILITY



### 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.





# 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?

As part of our sustainability journey, we're trialling alternative fuel sources and as part of the British Ceramics Confederation we are collaborating towards net-zero by 2050.



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.



VITRIFIED HOTELWARE  
BRITISH STANDARD

## 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.

### TECHNICAL FACTS



10,000

The number of times we test vitrification a year.

## 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.



# 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.



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



MECHANICAL  
DISHWASHER RESISTANCE  
BRITISH STANDARD  
EUROPEAN APPROVED



## 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.



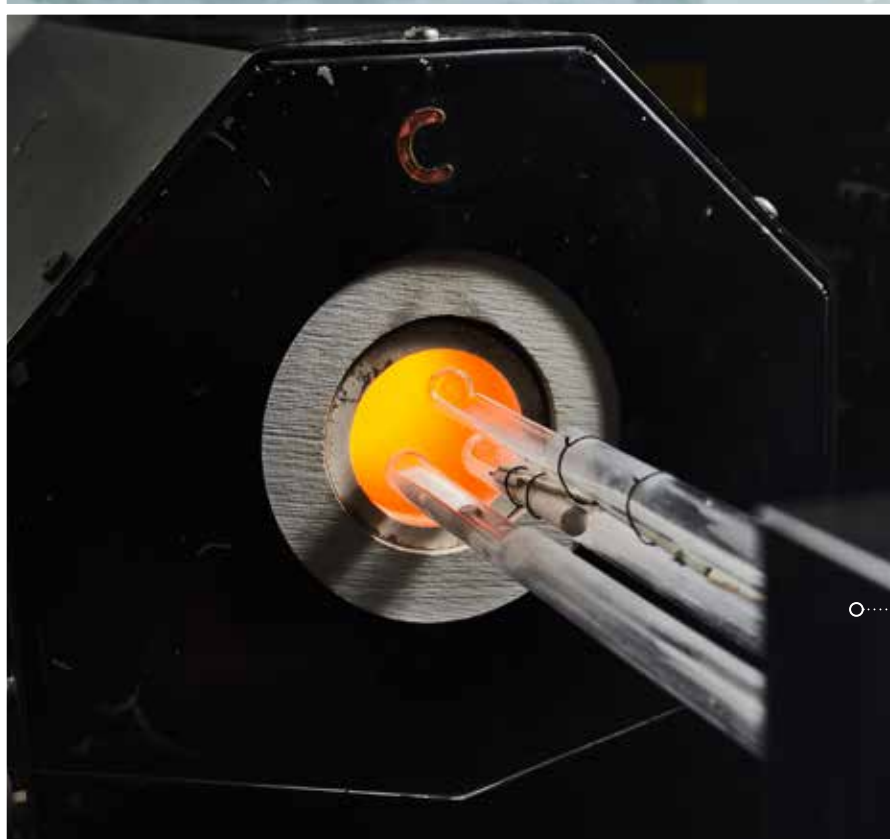
CRAZING RESISTANCE OF  
CERAMIC ARTICLES  
BRITISH STANDARD  
EUROPEAN APPROVED



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.





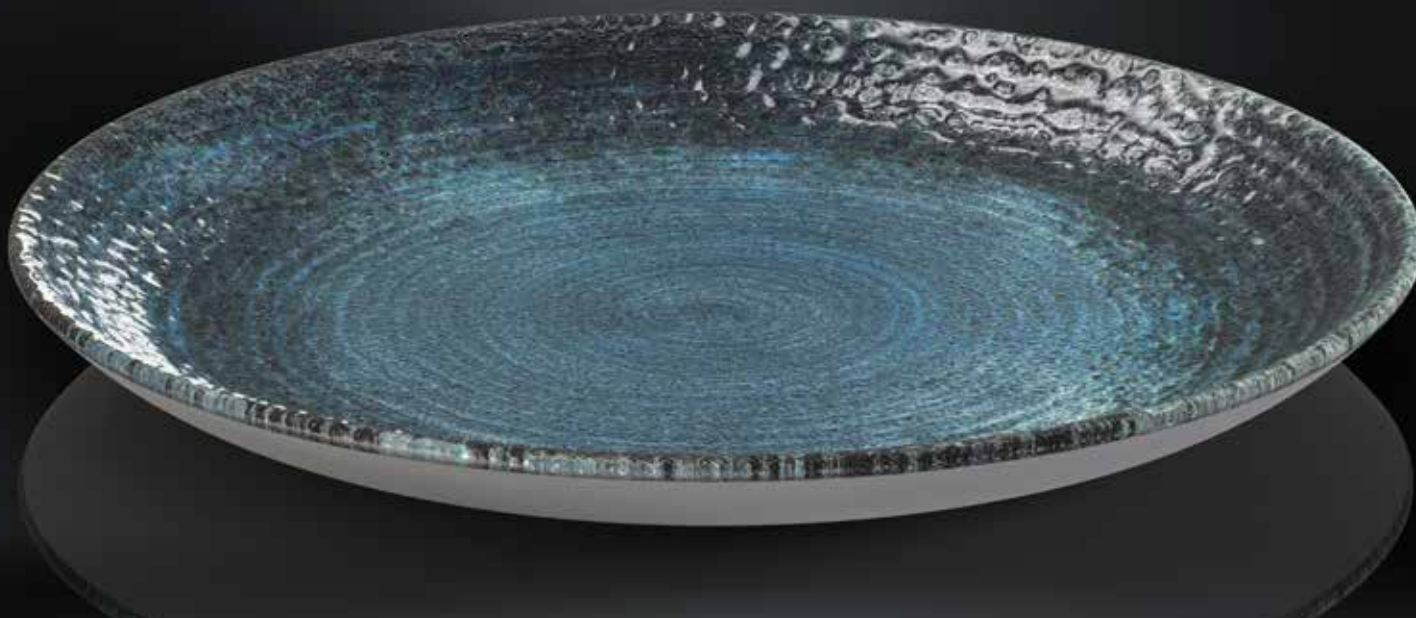
# 05

## DURABLE DECORATION

At Churchill we innovate with colour without compromising on durability. Our decorating techniques plus the colour and glaze materials we select, create a vibrancy that lasts.

## COLOUR MATERIALS

Our colour and glaze materials are carefully selected to complement each other, so that they interact to enhance colour vibrancy.



## UNDERGLAZE DECORATION

By glazing over decoration such as hand decorated Stonecast spinwash or Studio Prints patterns, we create a protective layer of glaze which protects the colour over time. This means our customers won't see their plates fade after repeated dishwasher use.

### TECHNICAL FACTS



In our portfolio we have: **26** coloured collections in over **75** colourways



### DID YOU KNOW?

We bought our raw materials supplier Furlong Mills in 2019, allowing us to become more innovative, reactive and experimental when developing colour techniques.

## FOOD SAFETY

We develop colour innovation that creates the look of studio ceramics but that remains safe for food and hospitality use. All our coloured tableware conforms to five standards for metal release and food safety.



## DEPTH OF COLOUR

Our decorating techniques, particularly our extensive print capabilities allow us to achieve a brilliance and vibrancy of colour.





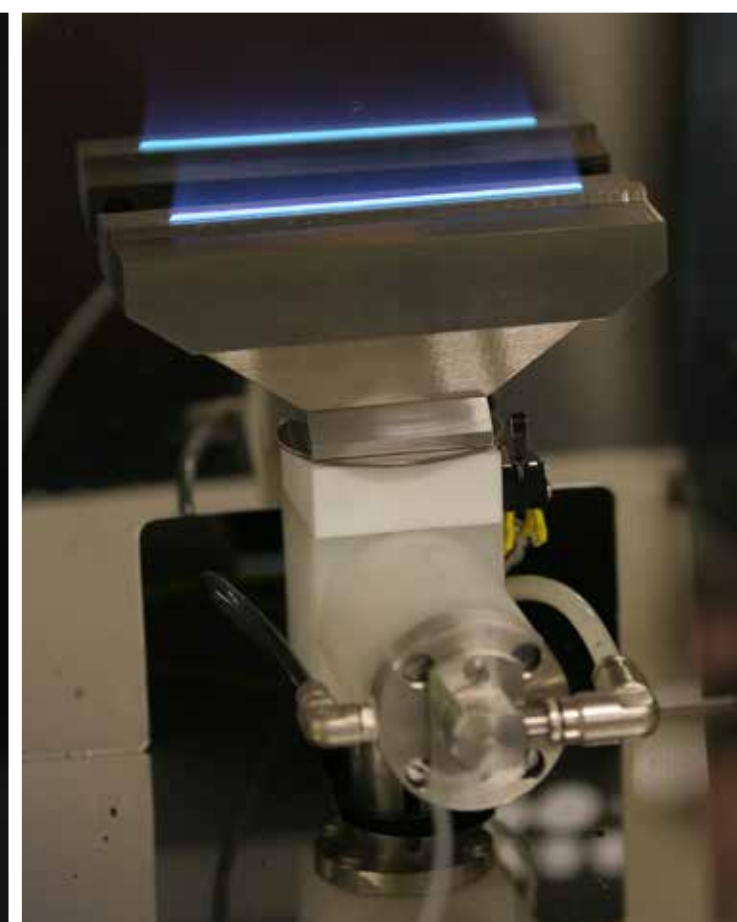
# 06

## 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.

### TECHNICAL FACTS

13

We test our portfolio to 13 British, European and Global standards

## 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 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



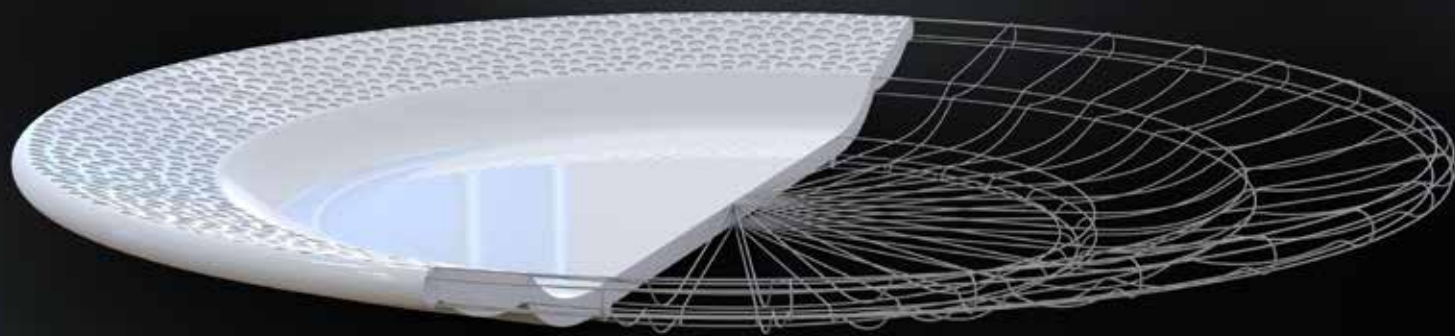
# 07

## 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.

## 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.



## TECHNICAL FACTS

3800

We have over **3800** items in our portfolio, including over **170** shapes and **75** colourways

## 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.

## DID YOU KNOW?

Churchill have launched over 2000 new products since 2016 and have over 3800 products in the portfolio.

## 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.



## 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.



# 08

## 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.



# 09

## 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.



## 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.

### TECHNICAL FACTS

#### 785 Employees

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

## 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 over 225 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.

# 10

## SUSTAINABILITY

Churchill's commitment to a sustainable future has been an integral part of our company ethos for generations. Our past continues to shape our future; as we evolve, grow and innovate we're able to draw on a rich history of expertise to continuously reduce our impact on the planet.

### DID YOU KNOW?

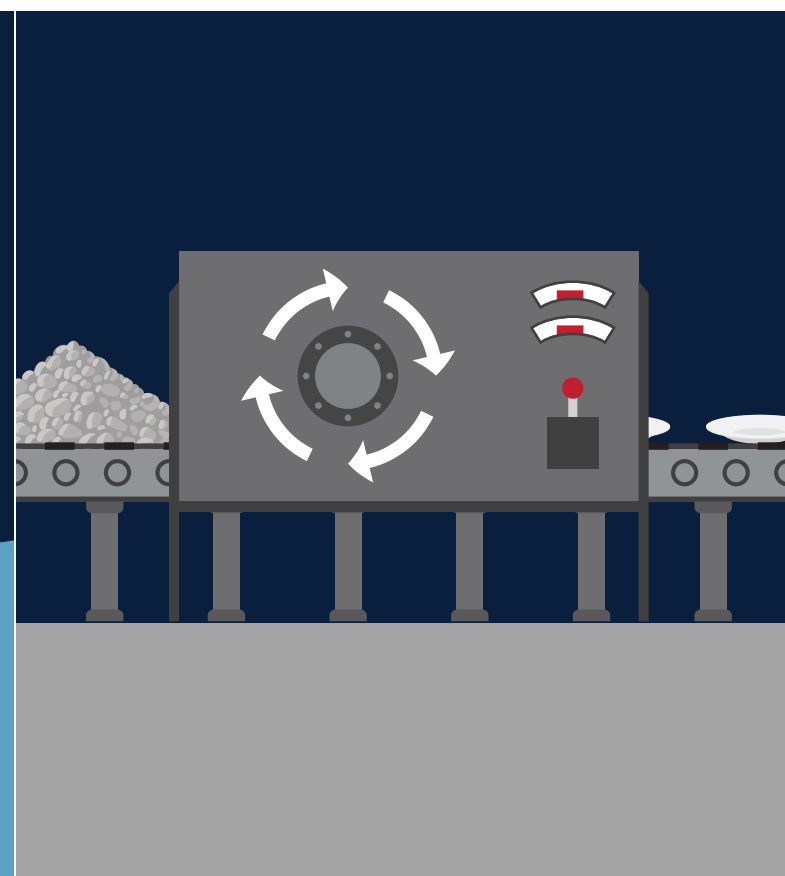
100% of our packaging is recyclable, so that we don't pass on any non-recyclables to our customers.

### ALTERNATIVE FUEL SOURCE TRIALS

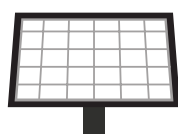
As a business committed to a sustainable future we're actively trialling alternative fuel sources and are working alongside our colleagues in the British Ceramics Confederation to achieve a net zero industry.

### RESPONSIBLY SOURCED MATERIALS

We source our clay locally from within the UK, thereby reducing the miles our raw materials need to travel to us in Stoke-on-Trent. Our raw materials suppliers are responsible and share our values of continuous improvement, transparency and a commitment to reducing environmental impact.



### TECHNICAL FACTS



4500

We have 4500 solar panels on site in Stoke-On-Trent

### WASTE

We're continuing to develop our circular economy, and currently 100% of dry waste clay is recycled back through our manufacturing process. Additionally any fired samples that fail quality control are recycled into building materials.

### ECO GLAZE

Our glaze system is specially formulated so that any over-sprayed or spilled glaze can go through a lengthy cleaning process to be reused in our factory.
























### SOLAR ENERGY

Since 2019 we've invested in 4500 solar panels on the roof of our Stoke-On-Trent manufacturing base. In 2023 we replaced our gas-fired forklift trucks with an electric fleet, thereby making our UK warehouse net-zero.

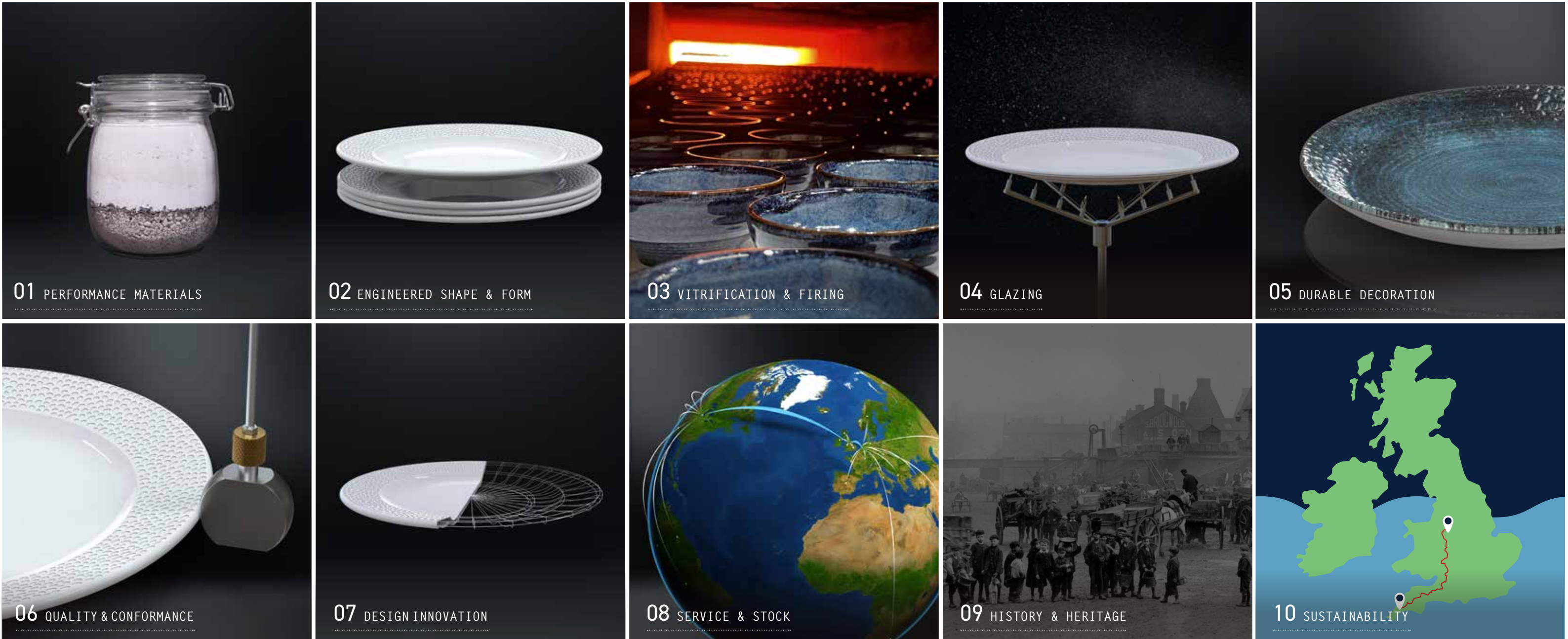


QUALITY TESTING & STANDARDS

We ensure our products perform by testing our UK made ceramics to 13 British, European and international quality standards, in our onsite UKAS accredited laboratory.

<div><div>BS EN 12980</div><div>EDGE CHIP RESISTANCE <small>BRITISH STANDARD EUROPEAN APPROVED</small></div></div>	<div><div>BS EN 12875</div><div>MECHANICAL DISHWASHER RESISTANCE <small>BRITISH STANDARD EUROPEAN APPROVED</small></div></div>	<div><div>BS 4034</div><div>VITRIFIED HOTELWARE <small>BRITISH STANDARD</small></div></div>	<div><div>ASTM C368</div><div>SECURE HANDLE ADHESION <small>INTERNATIONAL STANDARD</small></div></div>	<div><div>BS EN 1183:1997</div><div>THERMAL SHOCK AND THERMAL SHOCK ENDURANCE <small>BRITISH STANDARD EUROPEAN APPROVED</small></div></div>	<div><div>PT35</div><div>METAL MARKING <small>LUCIDEAN</small></div></div>	<div><div>BS EN 13285:2003</div><div>CRAZING RESISTANCE OF CERAMIC ARTICLES <small>BRITISH STANDARD EUROPEAN APPROVED</small></div></div>	<div><div>BS EN 15284</div><div>RESISTANCE TO MICROWAVE HEATING <small>BRITISH STANDARD EUROPEAN APPROVED</small></div></div>	<div><div>ASTM C738-94</div><div>FOOD SAFETY <small>INTERNATIONAL STANDARD</small></div></div>	<div><div>ASTM C927-80</div><div>FOOD SAFETY <small>INTERNATIONAL STANDARD</small></div></div>	<div><div>BS 6748:1986</div><div>FOOD SAFETY <small>BRITISH STANDARD</small></div></div>	<div><div>BS 1388</div><div>FOOD SAFETY <small>BRITISH STANDARD</small></div></div>	<div><div>ISO 6468</div><div>FOOD SAFETY <small>INTERNATIONAL STANDARD</small></div></div>
<div><div><div>DURABLE AND VITRIFIED</div></div><div><div><div>SUPPORTING FOOD SAFETY</div></div></div></div>	<div><div><div>SUPPORTING FOOD SAFETY</div></div><div><div><div>SUPERIOR GLAZE FINISH</div></div></div><div><div><div>DISHWASHER SAFE</div></div></div></div>	<div><div><div>DURABLE AND VITRIFIED</div></div><div><div><div>SUPPORTING FOOD SAFETY</div></div></div></div>	<div><div><div>DURABLE AND VITRIFIED</div></div><div><div><div>SECURE HANDLE ADHESION</div></div></div></div>	<div><div><div>DURABLE AND VITRIFIED</div></div><div><div><div>SUPERIOR GLAZE FINISH</div></div></div><div><div><div>THERMAL SHOCK RESISTANCE</div></div></div><div><div><div>OVEN SAFE</div></div></div></div>	<div><div><div>SUPERIOR GLAZE FINISH</div></div></div>	<div><div><div>SUPPORTING FOOD SAFETY</div></div><div><div><div>SUPERIOR GLAZE FINISH</div></div></div><div><div><div>THERMAL SHOCK RESISTANCE</div></div></div></div>	<div><div><div>MICROWAVE SAFE</div></div></div>	<div><div><div>SUPPORTING FOOD SAFETY</div></div></div>	<div><div><div>SUPPORTING FOOD SAFETY</div></div></div>	<div><div><div>SUPPORTING FOOD SAFETY</div></div></div>	<div><div><div>SUPPORTING FOOD SAFETY</div></div></div>	<div><div><div>SUPPORTING FOOD SAFETY</div></div></div>





## 10 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  
N1 0QH

Madrid Showroom  
Calle Princesa No 2  
7ta Planta  
Puertas 4 y 5  
Madrid 28008  
España  
Tel: 910 004 929

Berlin Showroom  
Rankestraße 8  
10789  
Berlin  
Germany

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# CHURCHILL<sup>®</sup>

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📷 @Churchill\_1795

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Germany

**MADRID SHOWROOM**

Calle Princesa No 2  
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Madrid 28008  
España  
Tel: 910 004 929

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