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# MADE TO MATTER

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UNCOVERING THE CHANGING  
PERCEPTIONS OF MACHINE LONGEVITY

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AN INSIGHT REPORT FROM BRITA PROFESSIONAL

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# THE IMPACT OF A THROW- AWAY CULTURE

We live fast-paced lives in an increasingly digitised and efficient society. Consumers and businesses alike seek quick solutions to minimise downtime and remain connected and there's a continual bombardment of appealing new machine models on the market and technical updates to chase.

**The temptation for businesses to replace equipment immediately when certain elements falter is strong, especially when preventative protection measures may not have been put in place to begin with.**

**By prioritising the refurbishment, repair, re-use and recycling of existing materials, a circular model of production and consumption strives for the prolonged life of goods and reduces their environmental impact.**



A major part of a circular economy's values is the 'cradle-to-cradle' movement: a sustainable approach to business that looks to nature's regenerative cycles (such as decomposing plants and animals transforming into nutrients) for solutions to reduce waste in human industry or eliminate it entirely.

For hospitality and catering operators, this means that with correct care and maintenance, equipment has the potential to have its longevity prolonged – resulting in less waste overall.

There's never been a greater need for these circular principles within the hospitality and catering industry as it recovers from an intense two years of consumer uncertainty and unpredictable expenditure. Research by BRITA Professional shows that major pandemic-era factors impacting hospitality businesses' revenues include increased running costs (33%); staff shortages (37%); the rising costs of labour and consumables (27.4%); and a lack of footfall (62%)<sup>1</sup>.

As we learn to live and aim to thrive alongside the ongoing presence of COVID-19, it's essential that operators can identify where costs can be saved across their businesses to alleviate these ongoing pressures.



The following pages will uncover why perceptions of equipment longevity may have changed, and why extending it is key to evolving towards a more considered, environmentally thoughtful business model.

TO DISCOVER WHY PERCEPTIONS OF MACHINE LONGEVITY HAVE CHANGED, BRITA PROFESSIONAL HAS CONDUCTED NEW RESEARCH WITH UK HOSPITALITY BUSINESSES.

of businesses have replaced catering equipment in the last five years

36%

A quarter have replaced hot beverage equipment in the last five years

25%

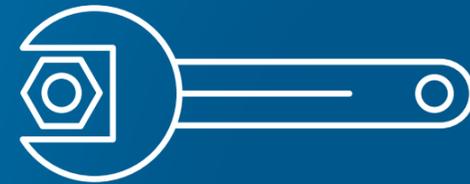
of hospitality professionals said that their business had replaced both in the last five years

32%

WHAT WERE THE MOST COMMON REASONS WHY UK HOSPITALITY BUSINESSES REPLACED EQUIPMENT?

EQUIPMENT BREAKDOWN

47%



AGE OF EQUIPMENT

41%



TECHNOLOGICAL IMPROVEMENTS

33%



RELIABILITY

28%



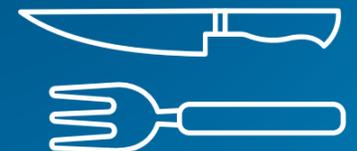
BETTER EQUIPMENT EFFICIENCY REQUIRED

13%



MAJOR MENU/BUSINESS CHANGES

13%



Sustainability is a central concern for people working in hospitality, **with 99% saying it is important for them to work for an organisation dedicated to these values.**

In a world where 'green-washing' is diluting sustainability messaging, consumers are keen to support companies making genuine efforts in all areas of their business, including working with certain suppliers, to reduce waste.

While much attention is on food waste as hospitality's largest contributor to sustainability issues, the equipment used is also a major factor – from its energy consumption to the physical waste created once decommissioned. Equipment is replaced once deemed obsolete, sometimes due to a decreased lifespan, which can be avoided with proper care.

# COMBATING THROWAWAY CULTURE



Not only is waste reduction good for the environment, but it can also save businesses money – a report by WRAP states that the hospitality and food service industry could save £38 million per year and reduce 0.4 million tonnes of CO<sub>2</sub>, by diverting recyclable packaging and other ‘non-food’ waste from going to landfill<sup>2</sup>.

Research shows that two-thirds (64%) of those in hospitality agree that this acceptance of a throwaway culture has had an impact on how long they expect equipment to last, with a third (30%) expecting their commercial catering to last just three-to-four years, compared to 28% for hot beverage equipment such as coffee machines.

So, how can we combat this mindset and get the most out of all equipment?

# PROLONGING THE LIFESPAN

Coffee machines, glass washers and combi ovens are just some of the vital organs that keep hospitality businesses alive:

**90% of businesses agree that the breakdown of this critical equipment would be detrimental.**

Half of operators say that reduced equipment downtime and the impact on sales is a key factor in wanting to extend their equipment's lifespan.



**One of the easiest ways to prolong the lifespan of catering machines and maintain equipment warranty is by having the right water filter installed - something over 90% of operators understand the importance of, yet only 60% adhere to.**

Not only do professional water filtration systems reduce limescale build-up, they also improve the quality of water used for making drinks – resulting in better tasting and smelling hot beverages (BRITA's Purity C Finest, for example, is a hi-tech solution for

baristas that also helps create an ideal crema). For bakers and chefs, there are also systems providing optimally filtrated water for steam cooking that reduces aroma and taste-impairing elements, such as BRITA's Purity C Steam.

Operators don't always have the resources to become experts in equipment maintenance. So, BRITA Professional has done the hard work, asking **Donald Harvey, Area Sales Manager from industry-leading manufacturers Blue Seal** for his top tips:

### **What are the warning signs equipment might not be running at its best?**

"The first sign that things are starting to go wrong is usually a very light coating of what looks like light coloured dust settling on the insides of the combi steamer chamber. It will be very difficult to remove and makes the stainless-steel look dull. You may also spot surface rust spots at the joints on the oven shelves."

## How can businesses ensure their equipment stands the test of time?

"The most important part of maintaining equipment is to keep it clean. Ensure that it is serviced on a regular basis, at least once a year (or more often for a heavy-use site), and make sure that water treatment kits are maintained and replenished before a minor inconvenience becomes a major breakdown.

Using the correct water filter saves a lot of money on preventable service calls, replacement spare parts and downtime on key pieces of equipment.

This is especially important for units under warranty. If the unit has a break down that is traced back to water quality, then the warranty is no longer valid for that unit - unless further issues arise which are not related to water quality."



## What advice would you give to businesses looking to invest in a new piece of equipment?

"Always make sure that the piece of equipment you are purchasing is totally suitable to meet your needs.

We manufacture lots of different size and power ovens, and on a regular basis we see people buying units that are too small and overloading, which compromises the performance and leads to disappointment. Or you might buy something much too big and powerful and spend unnecessary money on something that can't be used to its full extent.

It's always a good idea to speak to either a well-informed distributor who has a good knowledge of the products that they are selling, or get in touch with us, to make sure you are buying the correct unit."



The pandemic has forced hospitality businesses to think two steps ahead, putting multiple plans in place to avoid disruption to daily operations and keep revenues stable. That's why now, more than ever, they need partners they can trust to help them cut costs and increase efficiency.

**More than a third (36%) of businesses say cost savings are a key benefit of extending the lifespan of their equipment.**

# CHOOSE WISELY: FINDING THE RIGHT PARTNER FOR YOUR BUSINESS



That's why BRITA Professional is sharing its top tips of preventative maintenance every business should undertake:



**A robust cleaning and maintenance schedule increases equipment longevity, something 65% of businesses agree with.**



Ensure regular inspections and servicing (which 67% of operators also cite as important).



**Invest in training for all team members (a key factor for 39% of hospitality companies), so teams know how to fix and maintain machines during busy service times.**



Avoid limescale build-up - this leads to higher energy costs, breakdowns and impacts taste and aroma - by installing a water filtration system.



**Work with a specialist who will test the water to ensure the correct professional filter is used to maximise effectiveness and, just as crucially, monitor usage so the filter is exchanged on time.**

**Q. Why is it important for hospitality businesses to choose the right supplier?**

**A.** "Sustainability is one of the most time critical aspects effecting the foodservice industry currently. From the rising cost of gas and electric impacting on business overheads, to the wider social, economic and environmental problem of unsustainable carbon emissions and waste. As the UK's largest supplier of genuine OEM spare parts, accessories and consumables, we are in a fortunate position of working with hundreds of the industry's biggest manufacturers, including BRITA Professional. Understanding our position and the impact that not only the First Choice Group business, but also our wider supply chain has on the environment, we make a conscientious decision to work with reputable suppliers."

BRITA Professional also spoke to **Julian Fisher, Head of Marketing at First Choice Group**, to understand how hospitality businesses can choose the right partner for their sustainability journey.

**Q. What can operators do to ensure their equipment lasts as long as possible?**

**A.** "Operators should consider catering equipment that offers the longest product lifespan, before also ensuring a service and maintenance schedule is preserved. Following the manufacturers recommended service schedule will not only validate a warranty but will also ensure any potential issues or faults are picked up before they become more severe. It's also crucial that operators don't settle for anything less than genuine OEM spare parts, accessories and consumables. Using genuine parts helps to ensure equipment operates correctly, safeguarding the safety of your business and the staff working within it."

**Q. How does First Choice Group ensure it is working towards a sustainable future?**

**A.** "Sustainability is of great importance to us and something that we constantly look to develop across our business and supply chain. These include being an official BRITA filter cartridge recycling centre to installing electric car charging points, solar panels and automatic lights at our Cannock Head Office. In the warehouse, we have a state-of-the-art bailer which helps us compress cardboard packaging ready for the recycling process. From a recycling and waste reduction perspective, we work closely with Kite Packaging Materials to reduce our impact on the environment. Ramco UK collect our obsolete equipment stock, before auctioning it for reuse across the country – furthering our commitment to reduce wastage across our business. "

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At BRITA Professional, we know equipment is the lifeblood of your business, which is why we care about protecting it.

We are always here to offer advice on how to keep your equipment shipshape, ultimately helping your business to reduce waste to landfill – and save money on expensive equipment breakdowns.

Keep following our Made to Matter campaign to hear from other businesses on how equipment fuels their passion.

Visit [brita.co.uk/professional](http://brita.co.uk/professional) today

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**Find out how BRITA Professional can support your business and make preventative maintenance a breeze with BRITA Managed Services.**

Please get in touch on  
**+44 1869 365 851**

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