



SHOP EQUIPMENT CC

THE NAME YOU CAN DEPEND ON



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INTRODUCTION

“Welcome to Euro Shop Equipment - a venture ignited in 1997 by the vision of Ronnie Charalambous. Since our inception, we’ve proudly evolved into the premier provider of commercial catering equipment and refrigeration solutions.

Nestled in the heart of Gezina, Pretoria, our establishment at 470 12th Avenue stands as a testament to our commitment to accessibility and service excellence. Within our premises, you’ll discover not just a showroom, but a dynamic space where clients engage with our dedicated sales consultants, supported by our operational warehouse and repairs division.

Our hallmark is reliability, evident in our steadfast 12-month guarantee accompanying every purchase. Furthermore, our qualified sales representatives stand ready to offer invaluable advice, ensuring your needs are met with precision and care. Backed by a robust network, our products deliver peace of mind, every step of the way.

Join us at Euro Shop Equipment, where quality meets camaraderie, and let’s embark on a journey of excellence together.”

CORE VALUES

TRANSPARENCY:

At Euro Shop Equipment, transparency is foundational to our ethos. We believe in open and honest communication with our clients, suppliers, and team members at all times. We strive to provide clear and accurate information regarding our products, pricing, and services, ensuring that our stakeholders have full visibility into every aspect of their interactions with us.

Transparency fosters trust and accountability, forming the bedrock of strong, enduring relationships with our customers and partners.

QUALITY:

Quality is non-negotiable at Euro Shop Equipment. We are committed to sourcing and delivering only the highest standard of commercial catering equipment and refrigeration solutions to our clients. Our rigorous quality control processes guarantee that every product we offer meets or exceeds industry standards for performance, durability, and safety.

From the materials used in manufacturing to the craftsmanship behind each item, we spare no effort in upholding our reputation for excellence and reliability.

LOYALTY

Loyalty is at the heart of everything we do at Euro Shop Equipment. We value the trust and confidence that our clients place in us, and we reciprocate by prioritizing their needs and interests above all else.

We cultivate long-term relationships with our customers, suppliers, and team members based on mutual respect, integrity, and shared success.

Our unwavering loyalty to our stakeholders drives us to continuously innovate, adapt, and exceed expectations, ensuring their continued satisfaction and loyalty in return.

AFFORDABILITY

Euro Shop Equipment is committed to making quality commercial catering equipment and refrigeration solutions accessible to businesses of all sizes and budgets. We understand the importance of cost-effectiveness in today’s competitive marketplace, which is why we strive to offer competitive pricing without compromising on quality or service.

Through strategic sourcing, efficient operations, and transparent pricing policies, we empower our clients to achieve their goals without breaking the bank.

PASSION

Passion fuels our every endeavor at Euro Shop Equipment. We are deeply passionate about our industry, our products, and the impact they have on our clients’ businesses. Our team of dedicated professionals shares a common passion for excellence and innovation, driving us to constantly push the boundaries of what’s possible.

It is this passion that inspires us to go above and beyond for our customers, delivering not just products, but solutions that exceed their expectations and drive their success.

INNOVATION

Euro Shop Equipment exemplifies innovation through its dynamic product development, integrating cutting-edge technology such as smart appliances and IoT connectivity. With a keen focus on customization to meet diverse client needs, the company fosters sustainability practices while continuously refining operational processes. Collaborative partnerships amplify its capabilities, while innovative customer engagement strategies ensure a responsive approach. Industry recognition underscores Euro Shop Equipment’s commitment to pioneering solutions that drive excellence in the commercial catering equipment and refrigeration sector.



EXPANDING HORIZONS

Expanding Horizons: Serving Customers Nationwide and Worldwide

At Euro Shop Equipment, our commitment to excellence knows no bounds. From our humble beginnings in Gezina, Pretoria, we have expanded our reach both nationally and internationally, proudly serving customers across continents.

Across Africa, we have established a strong presence in key markets, including Mozambique, Namibia, Zimbabwe, Kenya, Swaziland, Zambia, Ghana, Malawi, Botswana, and Tunisia. Our dedication to providing top-notch commercial catering equipment and refrigeration solutions has earned us the trust of businesses and institutions throughout the region.

Moreover, our influence extends beyond African borders, with a growing footprint in international markets. In the United Kingdom, specifically London, and in the vibrant city of Dubai, UAE, we have made significant strides in catering to the diverse needs of global clientele.

Whether it's supplying state-of-the-art equipment to a bustling restaurant in Accra or partnering with a hospitality giant in Dubai, our commitment remains unwavering. We are proud to be a trusted partner to businesses worldwide, delivering quality, reliability, and service excellence every step of the way.

As we continue to expand our reach and impact, Euro Shop Equipment remains dedicated to surpassing expectations, fostering enduring relationships, and shaping the future of the commercial catering industry, one satisfied customer at a time."

tashas®



Freddo
CAFE

FOOD LOVER'S
MARKET

OLIVES  PLATES

MOZAMBIK

 Ocean Basket

FIREROOM
SUSHI AND GRILL



AFRICAN PRIDE
MELROSE ARCH HOTEL
JOHANNESBURG

AUTOGRAPH COLLECTION®
HOTELS



KING  PIE


kream

THE VENUE
MELROSE ARCH

 THE CAPITAL
Hotels | Apartments | Resorts

 DOPPIO
ZERO


Galito's
FLAME-GRILLED CHICKEN
ESTD 1996

AROMA
COFFEE
ROASTERY

est. 2021
PASTA BARRA



THE HOUGHTON HOTEL
Spa, Wellness & Golf
Home away from Home
★★★★★


MUGG & BEAN

OFFICIAL SUPPLIERS OF:





OUR PRODUCTS CHEFWARE





DISPLAY & BUFFET





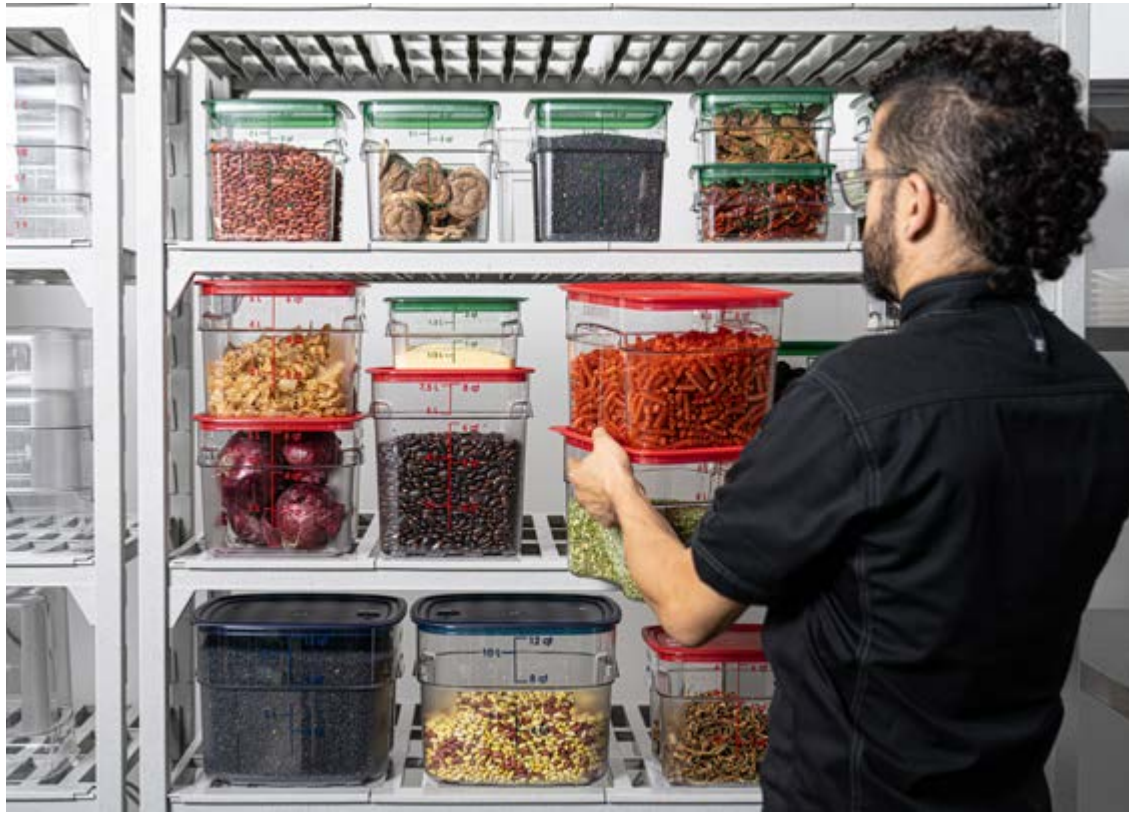


PROCESSING















**“PROJECT SHOWCASE:
BRINGING VISIONS TO LIFE”**



FIREROOM

SUSHI AND GRILL








NOMAD
EXPLORE FLAVOUR





kream





OB Ocean Basket





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Del Mar










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