

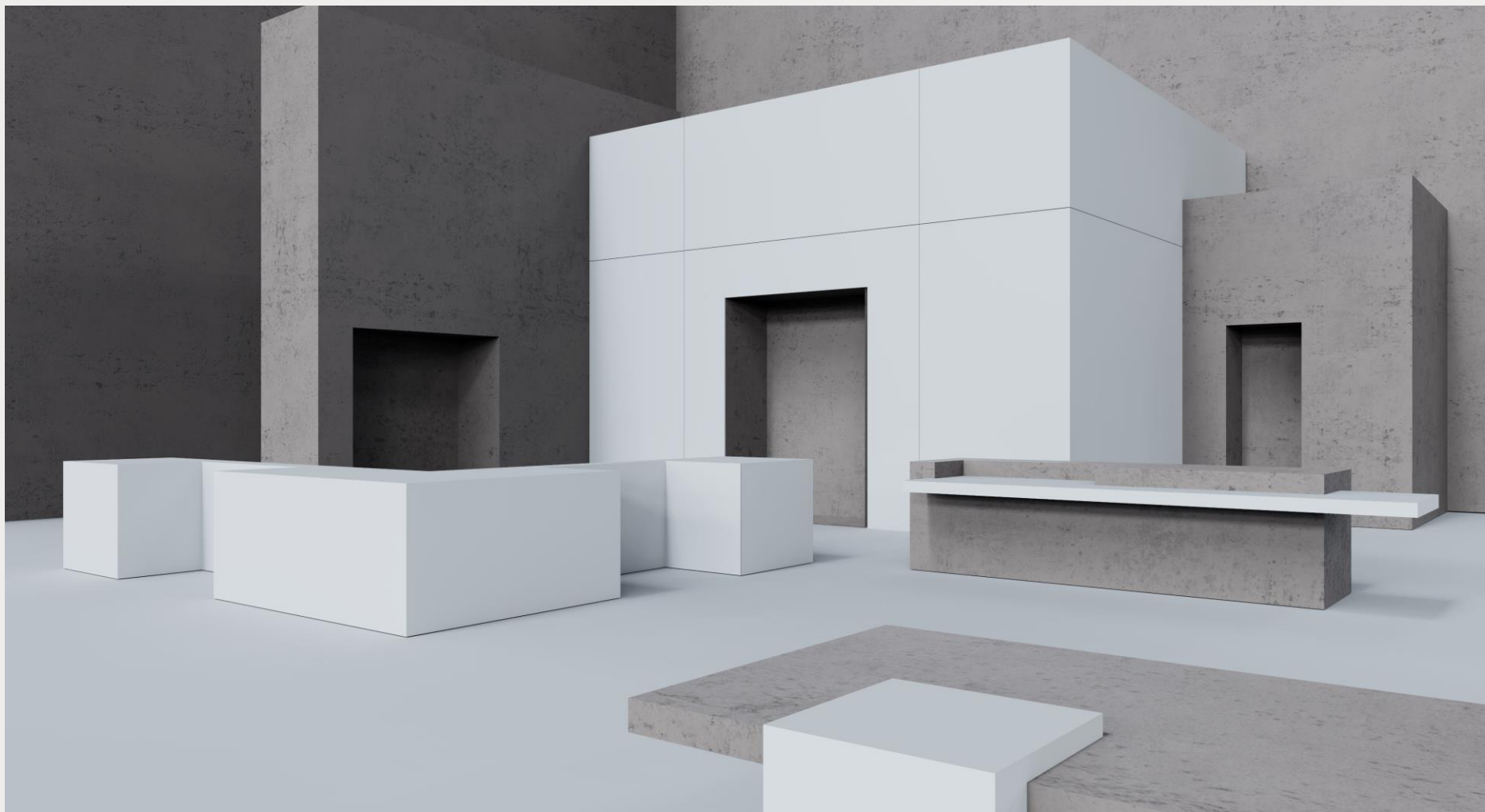
HÖLLER



- 5°

+140°C

COLD & HOT
AT YOUR FINGERTIP





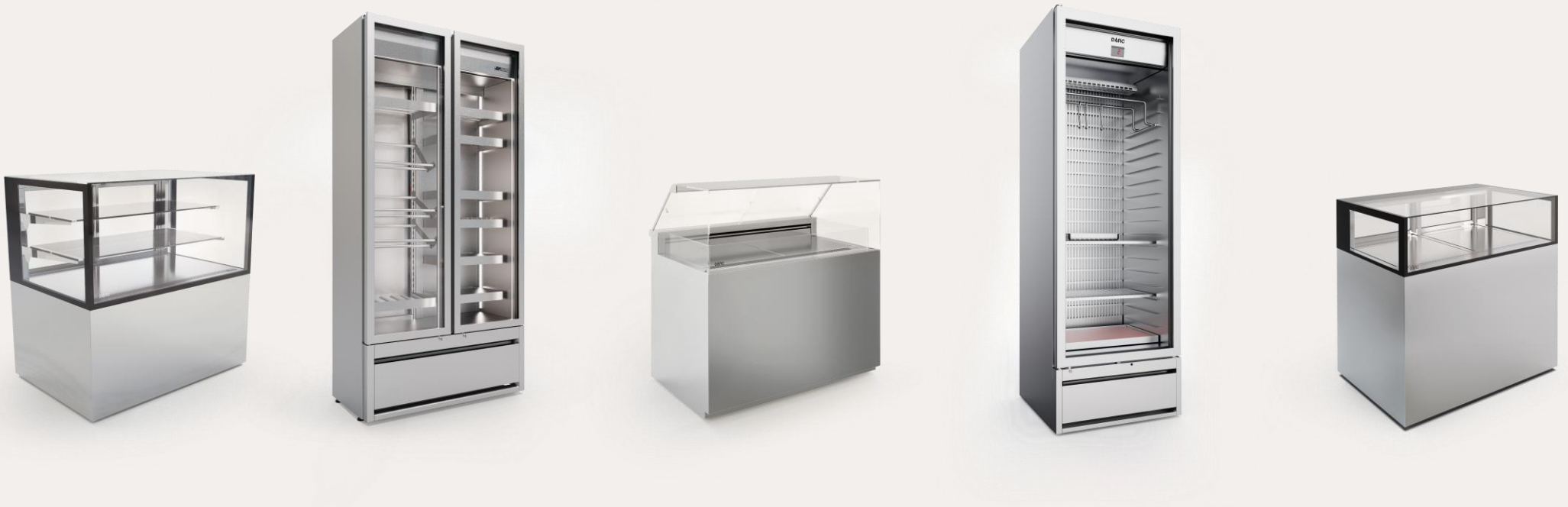


Introduction

Hoeller produces state-of-the-art refrigerated display units that preserve food to perfection while forming an integral part of a venue's interior design.

Our company is perfectly placed to respond to the growing demand in the market for front-of-house displays that provide both excellent performance and outstanding aesthetics.

Hoeller provides high-end showcases to customers in the Hotel, Retail, and Catering sector, as well as for private residences. In addition to a selection of classic lines, the company offers almost limitless potential for customization.



No idea is too ambitious.

Each unit is engineered and designed to satisfy the precise needs of the project, from dimensions, materials, and lighting to refrigeration, humidification, and ventilation systems.



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Classic Horizontal

Our horizontal line is the perfect means to display any kind of product. From pastry to chocolate, from ice-cream to juices, our units grant perfect product visibility, ideal temperature and humidity level, while integrating smoothly in the ambient mood.



Radiant

Jewellery

Lumi

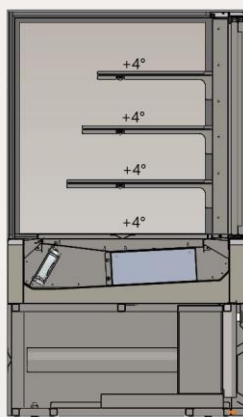
L. Ice Cream

Sushi

Verso-Duo



Horizontal Radiant



These elegant multilevel displays feature a double-glazed structure and a black silkscreened frame. Technological pluses include humidity control and eco-friendly R290 gas, while endless customization options ensure seamless integration in any venue.

Some features

Refrigerated ventilated showcase

Heat-insulated tank in AISI 304 S/S

Equal temperature on all levels

Digital control panel

Double-glazed low-iron glass structure with black serigraphy on perimeter

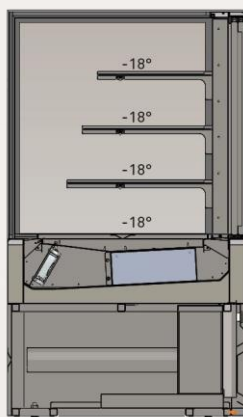
Gas: R134a | R290

Compressor type: Hermetic

Temperature ranges

Cooled	+4°C	to +8°C
Heated	+45°C	to +65°C

Horizontal Radiant Ice Cream



With the possibility of having up to three shelves, Radiant is the perfect display to showcase all the flavors of your gelato and frozen cakes. The new soft-close hinged doors at the back are the final touch for a smooth service experience.

Some features

Refrigerated ventilated showcase

Heat-insulated tank in AISI 304 S/S

Equal temperature on all levels

Digital control panel

Low-iron glass shelves

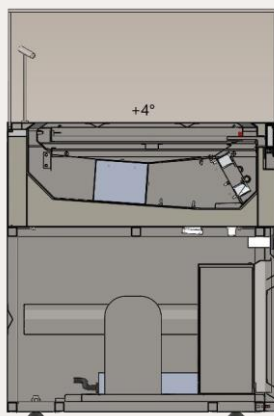
Gas: R404a | R290

Compressor type: Hermetic

Temperature ranges

Ice Cream -18°C to -20°C

Horizontal Jewellery



Created specifically for pastry and chocolate, this line features pull-out drawers with ventilated refrigerators humidity control to ensure perfect display and preservation. With low-iron glass and concealed LED lighting, the focus is all on the product.

Some features

Refrigerated ventilated showcase

All visible parts in AISI 304 S/S brushed finish

No spot warm LED lighting (2700K, 12V)

Inbuilt compressor

Inbuilt condensate water drain heater

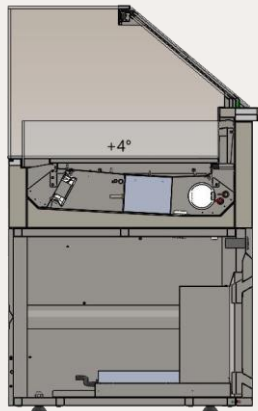
Gas: R134a | R290

Compressor type: Hermetic

Temperature ranges

Jewellery	+2°C	to +16°C
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Horizontal Lumi



Engineered to offer consumers an enhanced product experience, these low-iron glass structures combine high visibility with high flexibility. As available temperatures range from +2°C right up to +16°C, the Lumi line lends itself to a wide range of products.

Some features

Refrigerated ventilated showcase

Heat-insulated tank in AISI 304 S/S

Digital control panel

Low-iron glass structure assembled with aluminum spiders/UV bonding

Low-iron glass deflector

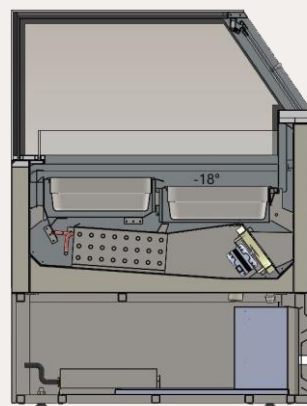
Gas: R134a | R290

Compressor type: Hermetic

Temperature ranges

Cooled +2°C to +16°C

Horizontal Lumi Ice Cream



Whether for gelato, popsicles or cakes, Lumi offers an enhanced display experience thanks to its low-iron glass structure. The soft “rain-like” ventilation system is engineered to make sure that the food does not harden, and it is always ready to be served.

Some features

Refrigerated ventilated showcase

Heat-insulated tank in AISI 304 S/S

Digital control panel

Low-iron glass structure assembled with UV bonding

Low-iron glass deflector

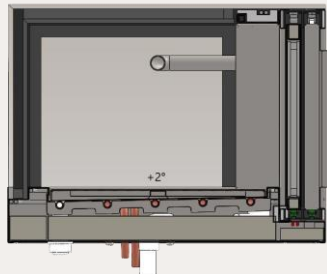
Gas: R404a | R290

Compressor type: Hermetic

Temperature ranges

Ice Cream -15°C to -20°C

Horizontal Sushi



Designed precisely to preserve and display sushi to exquisite effect, these units ensure perfect visibility thanks to their UV bond glass structure, 4000K LED lighting, and the strategic positioning of the refrigerating element at the back of the unit.

Some features

Refrigerated sushi display

Static cooled

Remote condensing unit

Digital temperature controller

LED lighting (4000K)

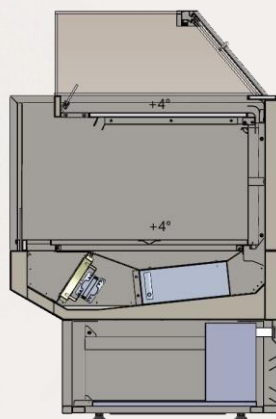
Gas: R134a | R290

Compressor type: Hermetic

Temperature ranges

Cooled -2°C to +2°C

Horizontal Verso-Duo



The display combines the standard operator serviced approach – with low iron glass for perfect visibility of the product – with the grab&go experience (in the lower front section). Our technology grants perfect ventilation for food preservation on both levels.

Some features

Refrigerated ventilated showcase

Heat-insulated tank in AISI 304 S/S

Digital control panel

Low-iron glass deflector

In built condensate water drain heater

Gas: R404a | R290

Compressor type: Hermetic

Temperature ranges

Cooled	Upper section	+2°C	to +8°C
	Lower section	+4°C	to +8°C

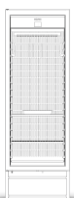
Classic Vertical

The product is the protagonist on the scene, and our vertical displays are the perfect dress to highlight its importance.

With endless possibilities of personalization, our standard vertical displays can add that unique touch that makes the venue an unforgettable experience for the customers.



Liv



Meat ager



Grab & go



Mimo



Vertical

Liv



Vertical Liv units offer outstanding visibility for a wide variety of products, with temperature ranges covering anything from frozen cakes to chocolate or wine. Dedicated rack systems and special setting for meat and cheese provide added versatility.

Some features

Forced air refrigeration

Single/double door wine cabinet

350mm technical compartment below

Inbuilt condensing unit

No spot dimmable LED lighting (2700K)

Gas: R134a | R290

Compressor type: Hermetic

Temperature ranges

Cooled +2°C to +18°C

Vertical Meat Ager



Chefs are the protagonists with our meat agers. Not only they can choose how to display the meat, but thanks to Darc technology, they can set both temperature and humidity levels to control the drying process time.

Some features

Forced air refrigeration

Single/double door cabinet

UV anti-bacterial lamp

Exposed surface in AISI 304 polished finish

Internal in brushed finish AISI 316

Gas: R404a | R290

Compressor type: Hermetic

Temperature ranges

Cooled -2°C to +2°C

Vertical Grab & Go



Designed to keep food and drink items either refrigerated or heated, these ventilated showcases feature LED lights, microfiber rolling curtains, and adjustable shelves for endless product placement options. All visible parts are in AISI 304 stainless steel.

Some features

Refrigerated ventilated showcase

Heat-insulated tank in AISI 304 S/S

Digital control panel

Roller curtain in heat-reflecting fabric

Heated unit: Heat lamps

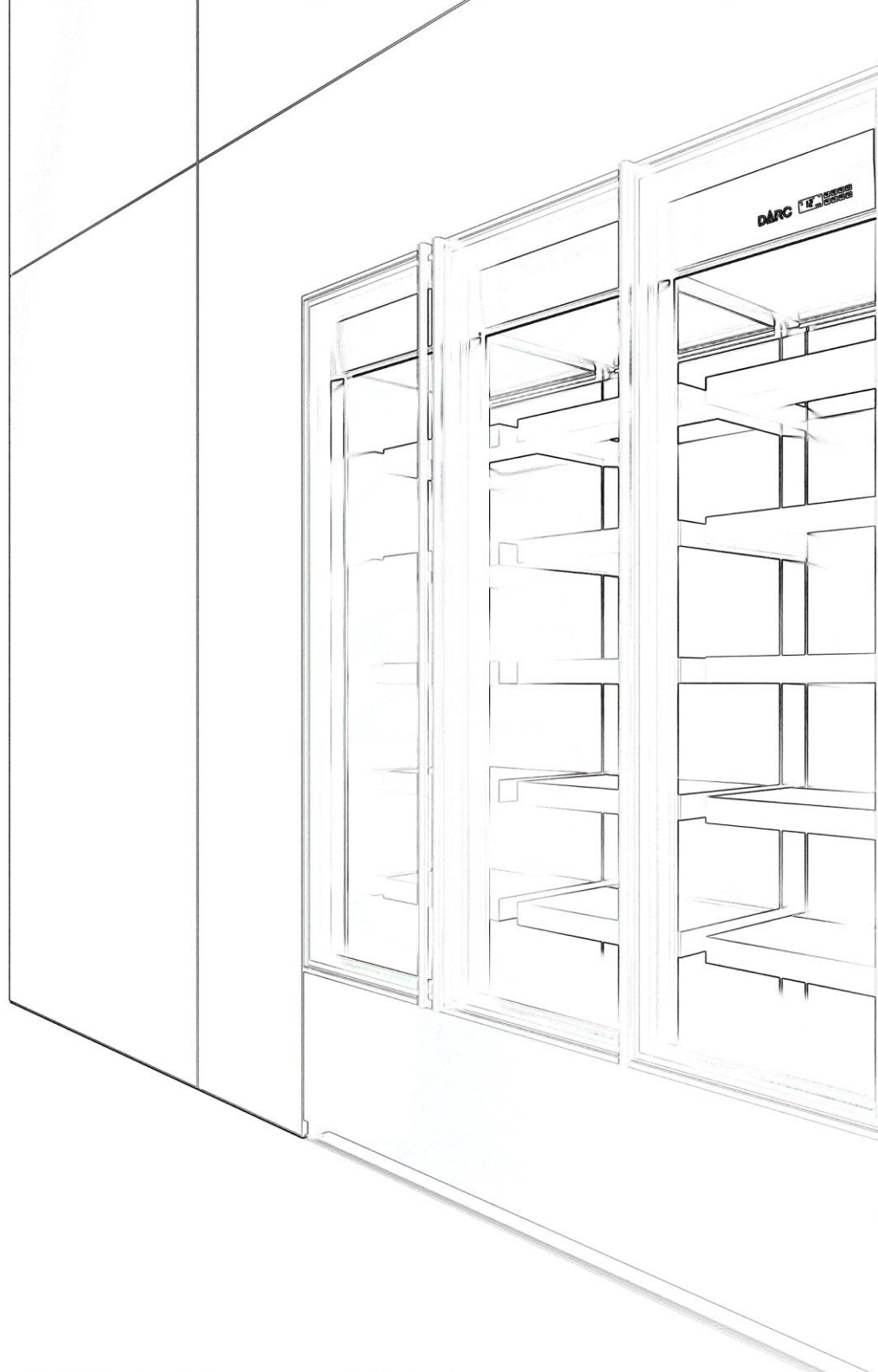
Gas: R404a | R290

Compressor type: Hermetic

Temperature ranges

Cooled	+4°C	to +8°C
Heated	+40°C	to +60°C

Bespoke



Bespoke





We have extensive experience in creating bespoke refrigerated display systems, meeting very specific requirements, for specific sites. So, when it comes to customization, the possibilities are endless.

Domestic Classic

We are leveraging our 17 years of industrial refrigeration experience in the creation of a dependable domestic line that blends seamlessly with kitchen design in private homes.



Classic

Bianco 3T-2H



Two-door wine cabinet with three independent temperature zones. Equipped with wooden racks to accommodate bottles of various sizes, digital controllers, and a built-in compressor. Black exterior finish.

Some features

Built-in free-standing installation

Net capacity: 767 L

Bottle capacity with sliding roller: 317 bottles

Non-reversible door

Touch pad controller with LED displayer

Gas: R600a

Compressor type: Hermetic

Temperature ranges

Left zone	+5°C	to +20°C
Right zone (upper or lower zone)	+5°C	to +20°C

Classic

Bianco 3T-1H



Single door upright wine cabinet with 3 temperature settings for wine storage. With digital controller, wooden racks for organizing wine bottles, and a built-in compressor. Finished in stylish black exterior.

Some features

Built-in free-standing installation

Net capacity: 368 L

Bottle capacity with sliding roller: 145 bottles

Reversible door

Touch pad controller with LED displayer

Gas: R600a

Compressor type: Hermetic

Temperature ranges

Lower zone	+5°C	to +12°C
Middle & Upper zone	+5°C	to +20°C

Classic

Bianco DT-1



Single door undercounter wine chiller with two independent temperatures. Sliding wooden racks for wine bottles, and a built-in compressor ensuring efficient cooling. Finished with a sleek black exterior.

Some features

Built-in installation

Net capacity: 138 L

Bottle capacity 51 bottles (with sliding roller: 46 bottles)

Blue/White LED light

Reversible door

Gas: R600a

Compressor type: Hermetic

Temperature ranges

Lower zone	+5°C	to +20°C
Upper zone	+5°C	to +20°C

Classic

Bianco - 1D



Undercounter wine chiller. Digital controller for precise temperature management, sliding wooden racks elegantly display your collection and built-in compressor. Black exterior finish.

Some features

Built-in installation

Net capacity: 146 L

Bottle capacity 60 bottles (with sliding roller: 54 bottles)

Reversible door

Touch pad controller with LED displayer

Gas: R600a

Compressor type: Hermetic

Temperature ranges

Bianco-1D +5°C to +20°C

Classic

HumiDarc-1D



Undercounter humidor for cigars. Sliding wooden drawers in various sizes for convenient storage. Digital controller to set temperature and humidity levels. Built-in compressor. Elegant black exterior for a sleek and stylish appearance.

Some features

Built-in installation

Net capacity: 117 L

Full black glass door with 2 layers Low-E glass

3 pieces of sliding cedar humidor drawer

Humidity adjustable system

Gas: R600a

Compressor type: Hermetic

Temperature ranges

HumiDarc-1D +12°C to +22°C

Classic Steaker



Compact dry-aging chiller, boasting an external black finish for a modern aesthetic. Digital controller to set temperature and humidity levels. Internal rods with hooks facilitate the hanging of meat for dry-aging purposes. Built-in compressor.

Some features

Built-in installation

Net capacity: 98 L

Seamless stainless steel door frame with 2 layers Low-E glass

With humidity control system

With UVC system

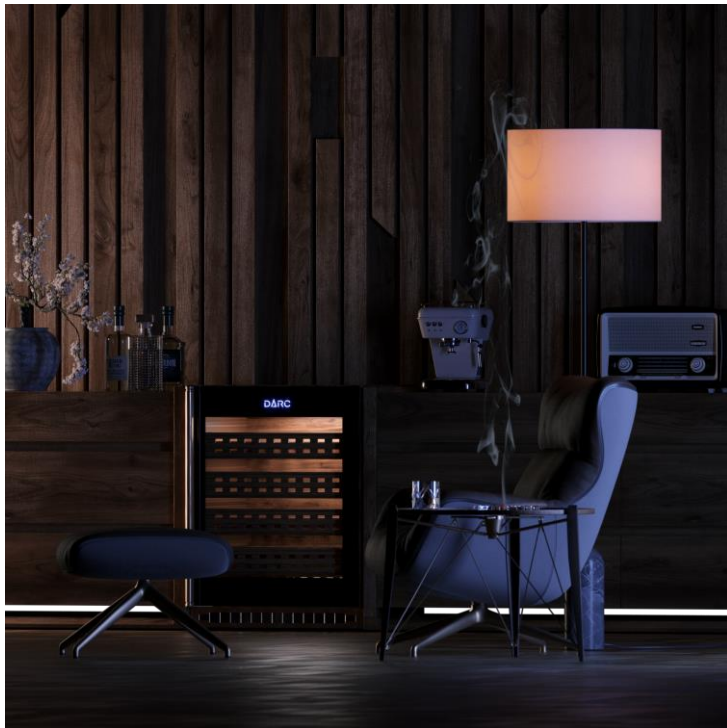
Gas: R600a

Compressor type: Hermetic

Temperature ranges

Steaker	+1°C	to +25°C
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The domestic range also includes Uprights that can be displayed or integrated into residential kitchens, Ideal when a greater storage capacity is required.



Custom

Enhance your home with a conversation piece that will leave your guests speechless with admiration: a refrigerated display case or cutting-edge wine cabinet, tailored to your interior design. Combining elegance and performance, it is not only a superior preservation solution, but also a sure way to impress your friends. For the ultimate showpiece, let us create an entire personalised wine cellar to your specifications.





What makes us different

Specialization and Focus

Hoeller Refrigeration stands out as the only manufacturer in the Middle East solely dedicated to producing refrigeration display cases, emphasizing a niche focus on quality and design.

Innovation in Design

By focusing exclusively on display cases, Hoeller can dedicate more resources to research and development, potentially leading to cutting-edge designs that capture consumer attention.

Local Manufacturing Advantage

Being based in the Middle East gives Hoeller Refrigeration a strategic advantage in terms of proximity to key markets and understanding regional preferences and requirements.

Quality Control and Assurance

With a smaller product range to oversee, Hoeller can implement stringent quality assurance measures, ensuring that each unit meets high standards of performance, durability, and aesthetics.

Customer-Centric Approach

Hoeller Refrigeration prioritizes customer satisfaction by offering tailored solutions, responsive support, and a keen understanding of local market dynamics.

Overall, despite being a newcomer, Hoeller Refrigeration's specialization in display cases, emphasis on design and quality, local manufacturing advantage, and customer-centric approach position it favorably against competitors with broader product ranges.



Project highlights



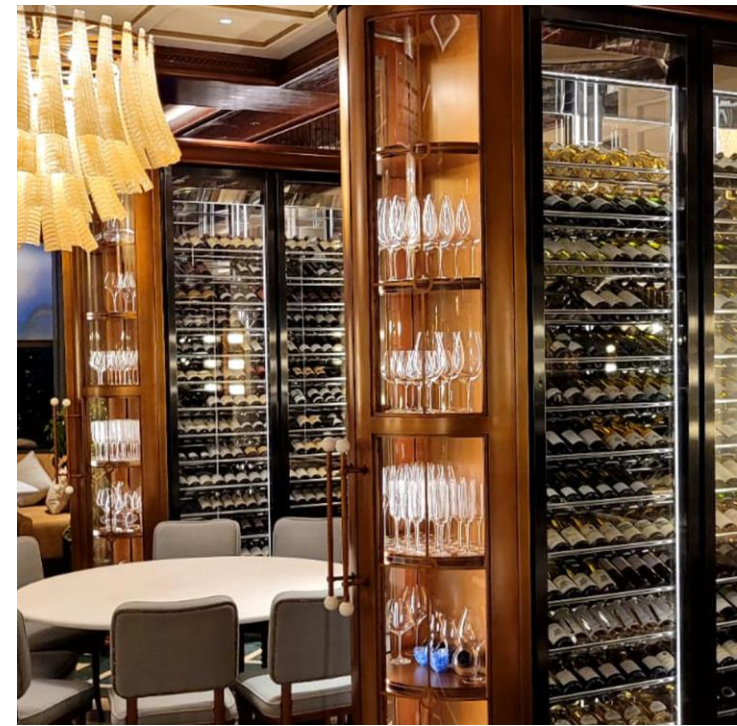
Armani Caffè



Location: Dubai Mall, Dubai

Consultant: SHW

Signor Sassi



Location: The Palm Jumeirah, Jumeirah, Dubai

Consultant: Sunset Hospitality

Angelina



Location: Dubai Mall, Dubai

Consultant: Angelina Paris

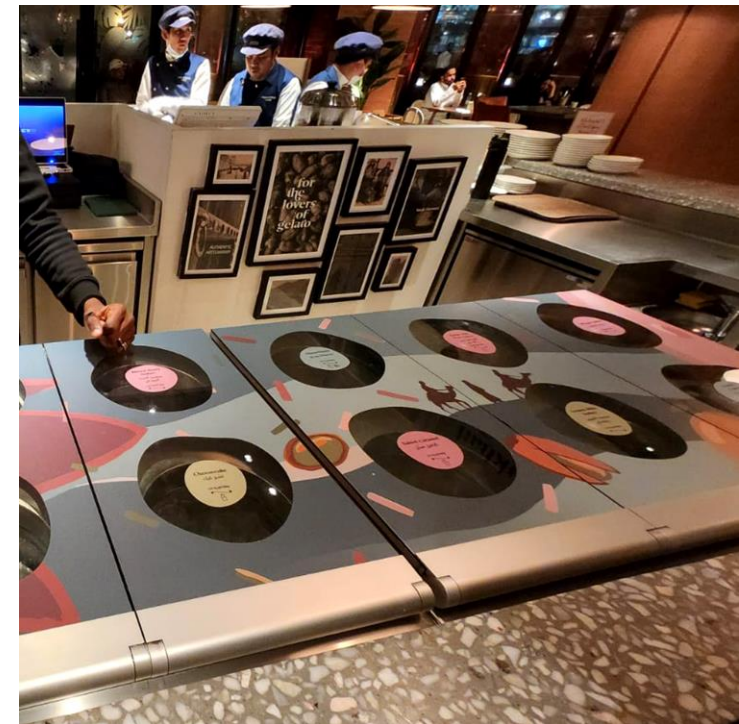
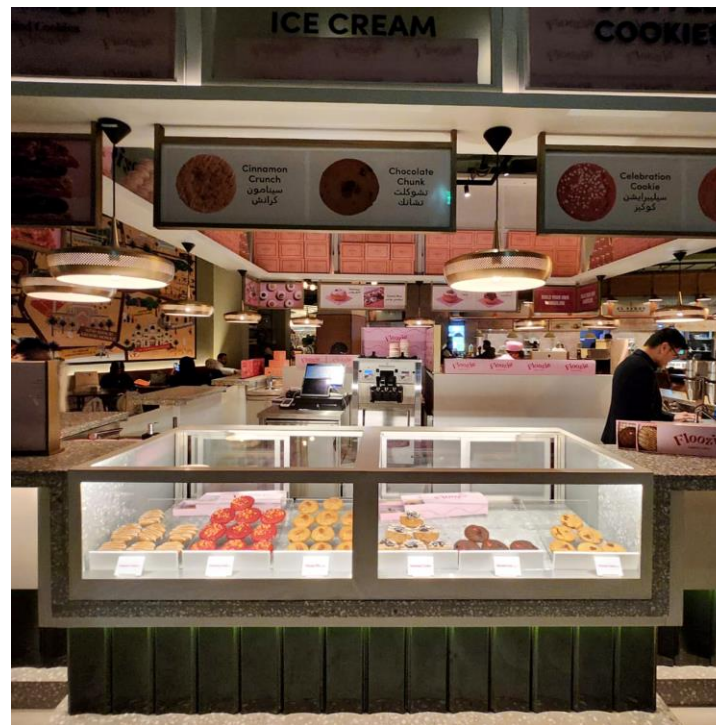
Al Mamlaka Social Dining



Location: Kingdom Centre, Riyadh, Saudi Arabia

Consultant: SHW

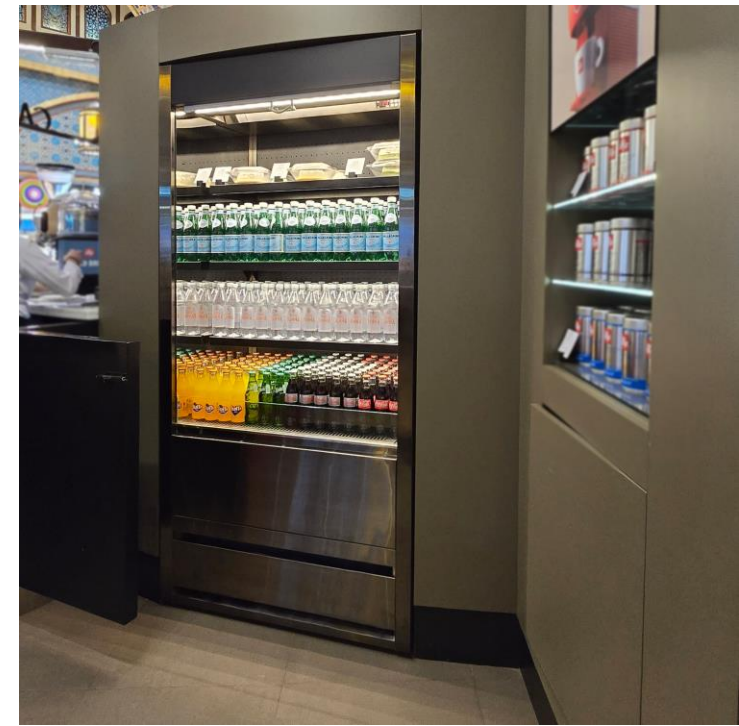
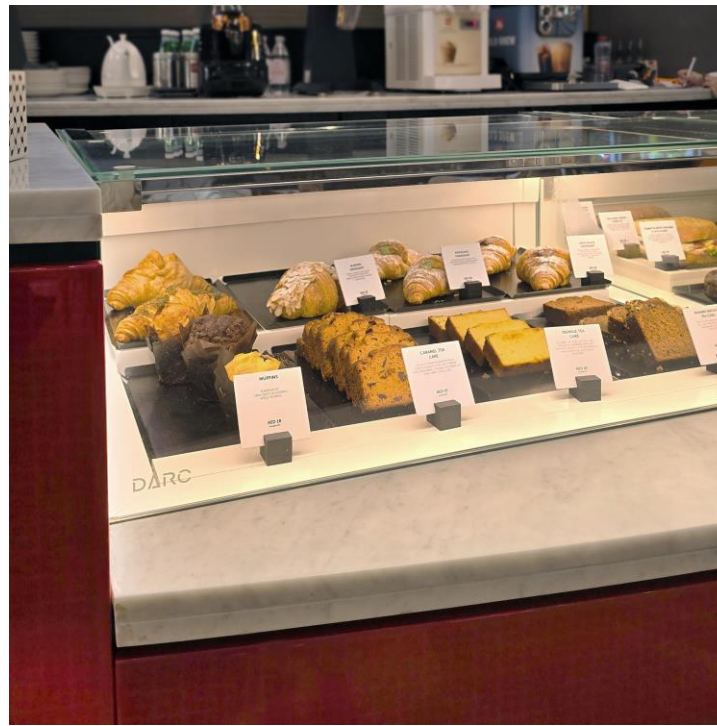
Al Mamlaka Social Dining



Location: Kingdom Centre, Riyadh, Saudi Arabia

Consultant: SHW

Illy Caffè



Location: Ibn Battuta Mall, Dubai

Consultant: Illy Italy

Trouvaille



Location: Mercato Mall, Jumeirah, Dubai

Consultant: Binchy & Binchy

Jumeirah Emirates Towers



Location: Trade Centre, Dubai

Consultant: La Bottega

Hoe Lee Kow



Location: Dubai Hills Business Park, Dubai

Consultant: CKP International

Bar du Port



Location: Dubai Harbour Pier Club, Dubai Marina, Dubai

Consultant: Addmind Hospitality



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