

Dalebrook®

MASTERS OF RETAIL
COUNTER DESIGN



WWW.DALEBROOK.COM

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80 years of retail display expertise

Infinite possibilities in design

For over eight decades, Dalebrook has shaped the standard of food presentation across the retail world.

From artisan delis and butchers to national supermarket chains, our approach combines design insight with performance engineering. Every counter we create is built around one purpose; to make your food look exceptional, and your space work harder.

With bespoke counter design services and an unrivalled product library, Dalebrook helps you build retail counters that perform, day after day.

Our accreditations



Our associated partners



Dalebrook®
Trusted Since 1945

TRUSTED BY LEADING
RETAILERS WORLDWIDE

DESIGN-LED SOLUTIONS
OR EVERY CONCEPT

BESPOKE FIT SUPPORT FROM
CONCEPT TO COUNTER

Every fresh counter. One partner. Dalebrook.

Dalebrook is the partner of choice for every fresh food counter. We design display systems that meet the specific demands of each department.

OUR EXPERTISE COVERS:

Bakery

Warm, open displays

Butchery

Bold, structured layouts

Cheesemonger

Curated premium presentation

Delicatessen & Prepared foods

High-impact variety displays

Fishmonger

Performance in wet environments

No matter the counter, we deliver solutions that work beautifully in practice and in presentation.



Gastronorm

Gastronorm (GN) is European standard for kitchenware tray container sizes that is commonly seen worldwide in the catering and professional food industry., as well in certain parts of the high-end consumer market.



1/1 GN	530 X 325MM	1/4 GN	265 X 162MM
1/2 GN	325 X 265MM	1/6 GN	176 X 162MM
1/3 GN	325 X 176MM	2/4 GN	530 X 162MM



840 system

Fits within a common 840mm deep counter space. Items in this footprint can be used both horizontally or vertically for multiple combinations.

LARGE	280 X 420 MM
SQUARE	280 X 280MM
MEDIUM	280 X 210MM
SMALL	280 X 140MM
X SMALL	140 X 210 MM



Every great display starts with design

Our design team collaborates with you to tailor every inch of your space considering your counters flow, height, material balance, and visual rhythm.

From concept to final fit-out, we transform your counter into a commercial and aesthetic masterpiece.

TURNING COUNTERS INTO PROFIT ENGINES

Your counters are not just serving stations, they're profit opportunities. With the right layouts, flow, and product presentation, you can:

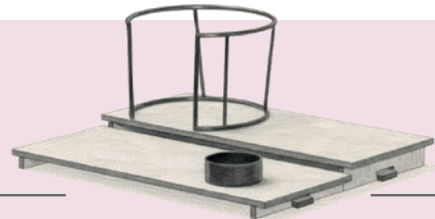
- Increase basket spend
- Maximise operational efficiency
- Elevate customer experience

Retail attention has fallen from
2.5 minutes to 45 seconds.

Your display needs instant impact.

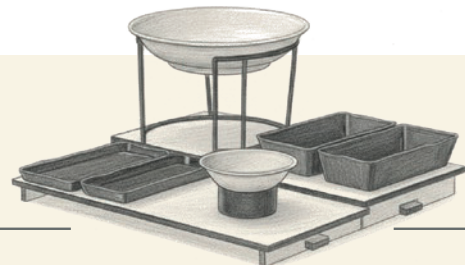
STAGE ONE

Height and visual dynamics



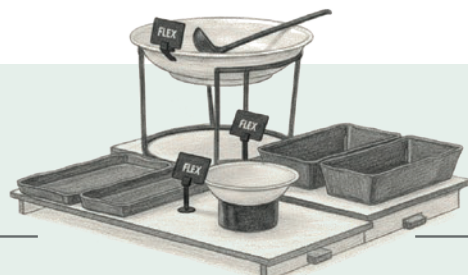
STAGE TWO

Adding colour and texture

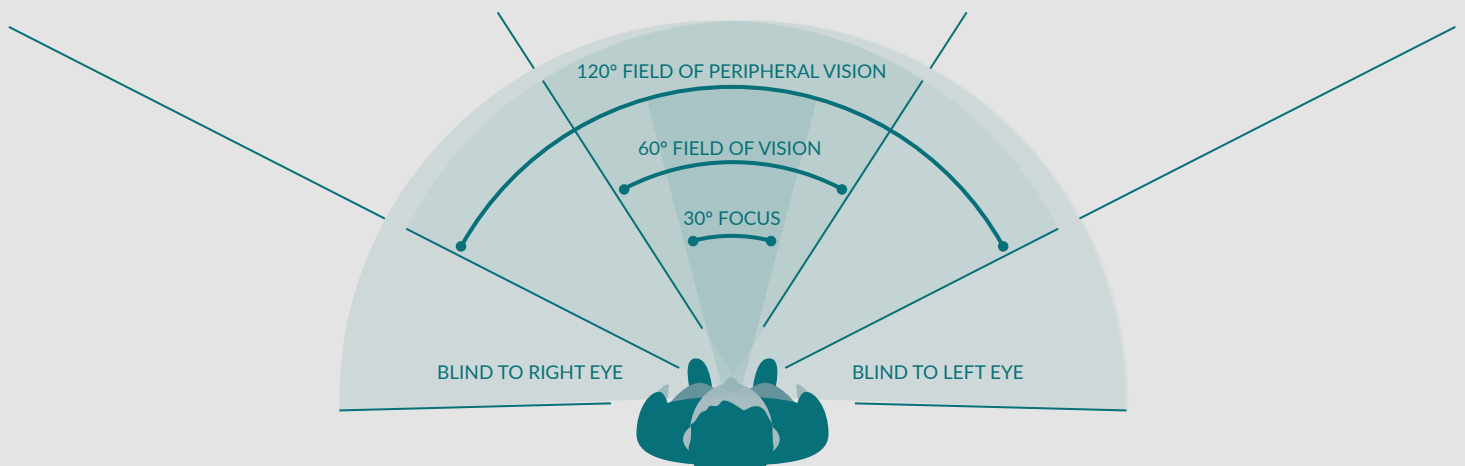
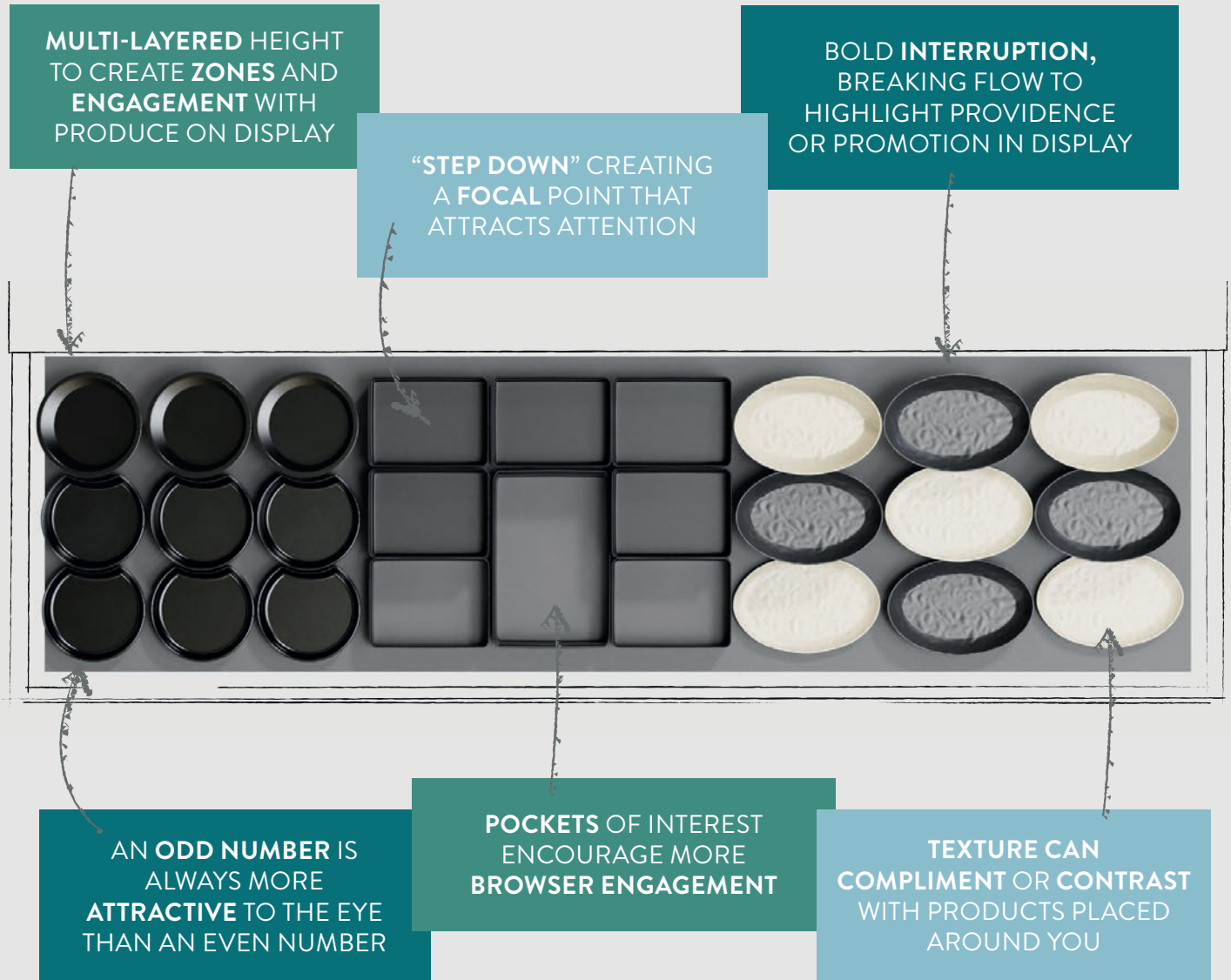


STAGE THREE

Finishing touches



The process



Your space, your strategy

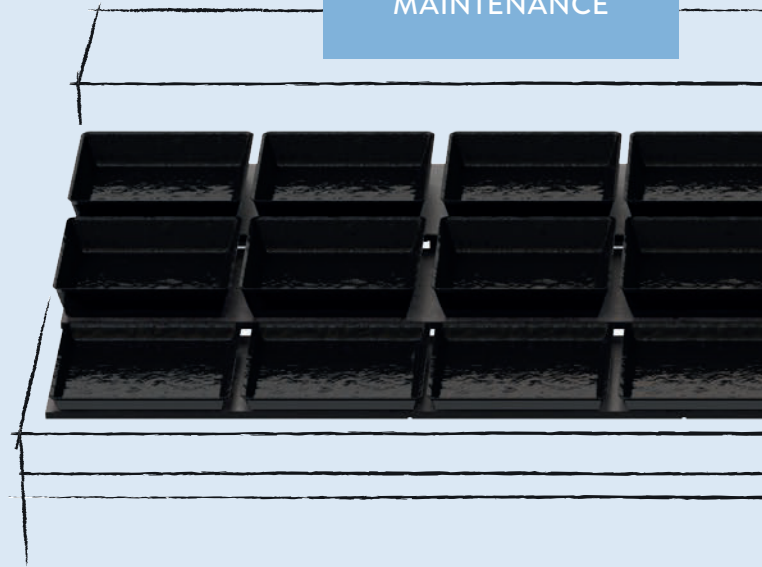
High-Volume Retail

Counters for fast-paced supermarkets where speed, clarity and capacity matter.

- Fast restocking
- Consistent layouts for easy navigation
- Maximised product volume
- Predictable workflow for teams
- Clear visibility across the whole run



EASY DAILY
MAINTENANCE



CURATED PRODUCT
GROUPINGS



PREMIUM SPACING

HIGH CAPACITY



QUICK CUSTOMER SCANNING

TEXTURAL INTEREST



Speciality Retail

Counters for independent stores where customers browse, explore and value curation.

- Slower pace and longer dwell time
- Curated layouts that feel premium and personal
- Space between products to elevate perception
- Ideal for small-batch and artisan ranges
- Reduced waste through focused presentation



PERCEIVED VALUE



INCREASED
DWELL TIME



PREMIUM FEEL

STAGE ONE

Height and visual dynamics

Height is the foundation of every effective counter. It adds structure, improves visibility and creates a clear visual hierarchy.

Elevation can be introduced in many ways to suit any environment and each of our risers are engineered for durability and ease of use, with options for non-slip surfaces, modular stacking and tailored finishes ensuring height works beautifully in both performance and presentation.



MAXIMISE SPACE



IMPROVE FLOW



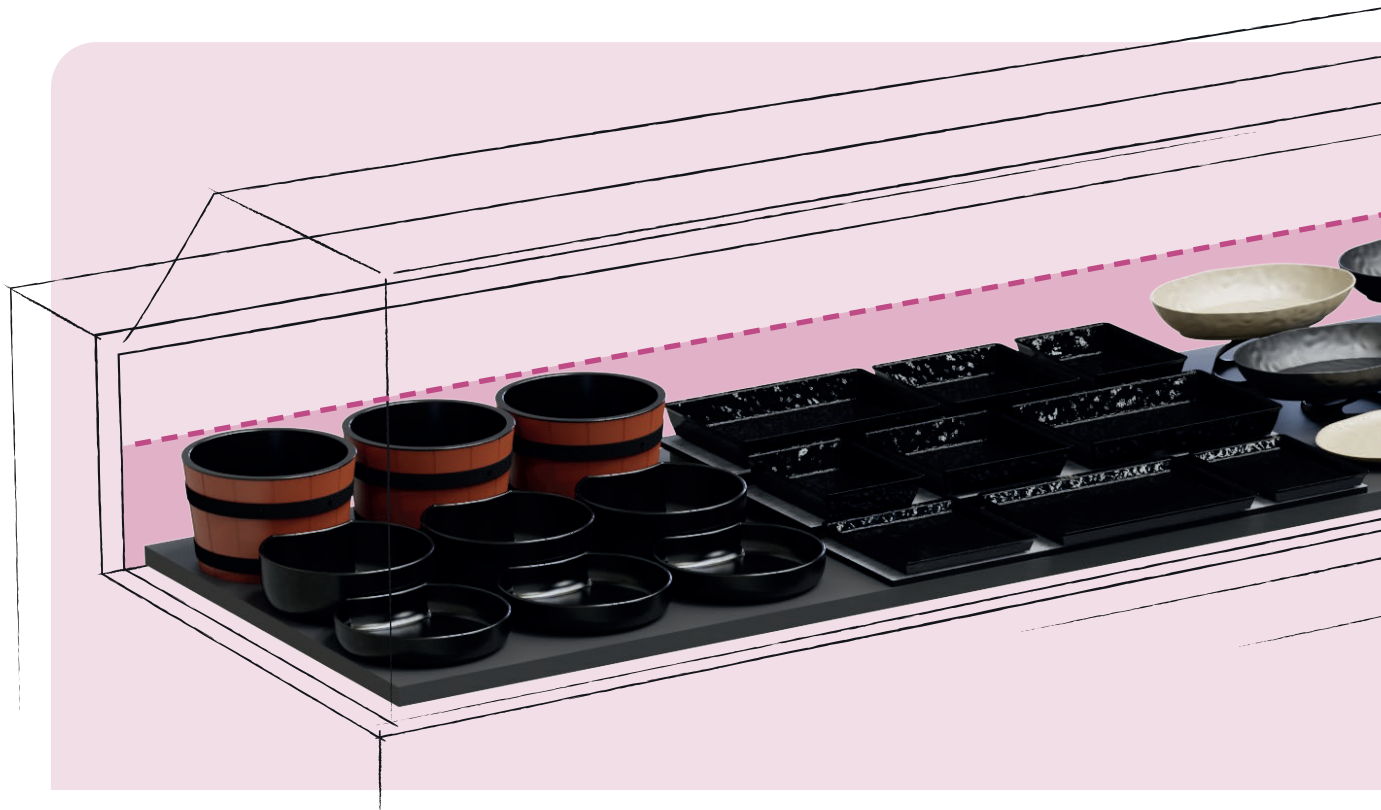
VISUAL IMPACT





3 ways to build height

When you're building your counter, the base layer always begins with height. You can incorporate height throughout your counters in many ways through risers, pedestals, layered capacities or raised platters allowing you to build movement and clarity into your layout from the very first step.



Dishes and bowls

Layered capacity



HPL

Structural layering



Reasons to consider varied height in your display:

Create a visual hierarchy

Height gives you a natural way to lead the eye. A raised surface draws attention first.

Hero a product

Elevation signals significance.

Increase depth and dynamism

The brain responds well to variation, this keeps the display engaging, prolongs dwell time and encourages interaction.

Our risers and stacked crocks are designed to stay below the 150 mm mark for refrigerated products, so performance meets presentation at every level.



Stands and pedestals

Visual hierarchy

STAGE TWO

Adding colour and texture

Platters, bowls and dishes define the character of your counter. By using colour, shape and texture with intention, you can set the mood, influence flow and add depth, helping your counter express whether your brand feels bold, modern or craft-led.

Industrial

Clean lines, cool tones and structured layouts.

Vibrant

Bold colour, movement and expressive forms.

Artisanal

Natural textures, organic shapes and crafted finishes.





Create a cool, confident counter defined by clean lines and contemporary materials. This aesthetic brings clarity and precision to the display, anchoring your brand in a sleek, modern identity that feels sharp, organised and considered.



Industrial

Clean lines. Concrete tones. Contemporary impact.



BUTCHERY



FISHMONGERY



CHEESEMONGERY

Kata



Slabs



Carrara



Frame



Industrial



BUTCHERY



FISHMONGERY

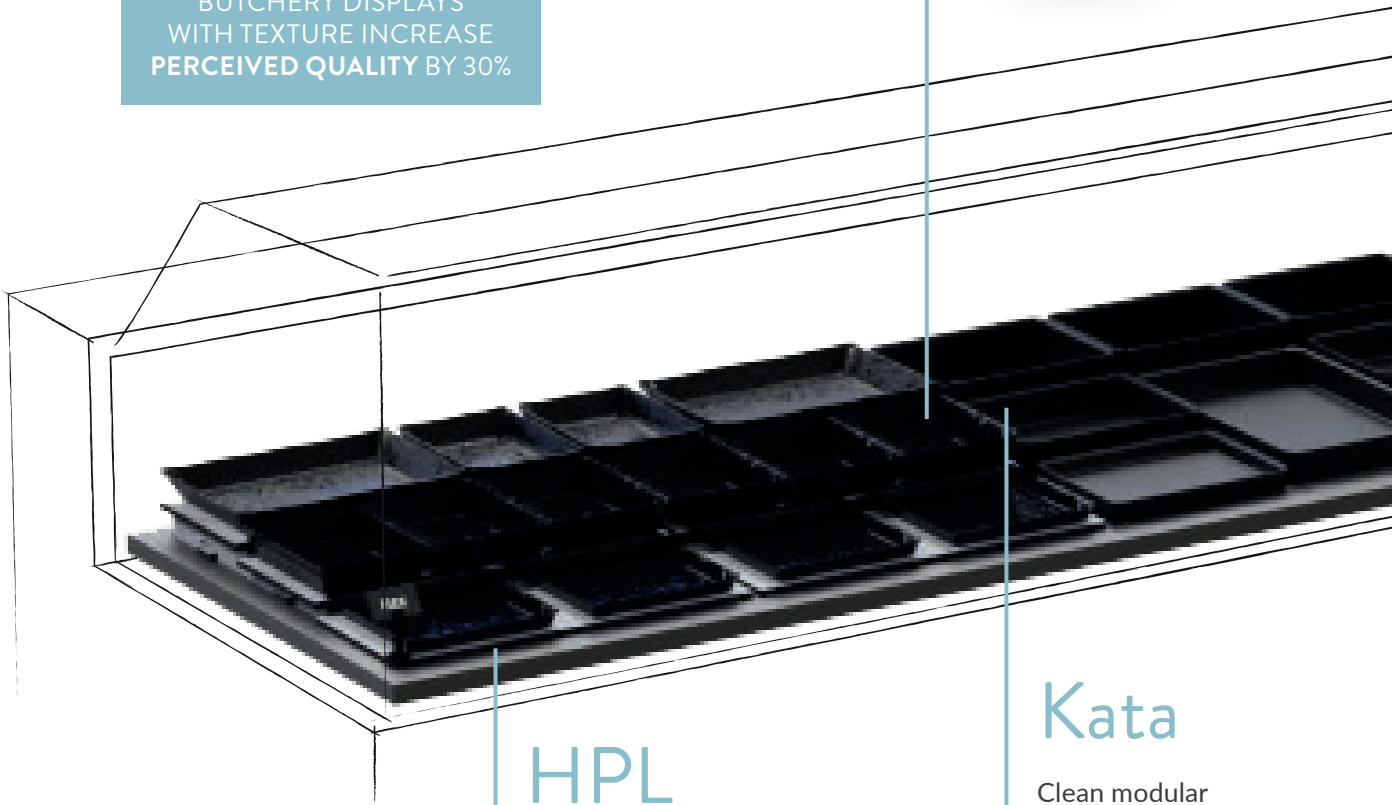


CHEESEMONGERY

BUTCHERY DISPLAYS
WITH TEXTURE INCREASE
PERCEIVED QUALITY BY 30%

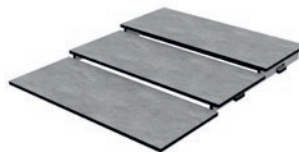
Mineral

Textured, crafted feel with an 840 footprint that maximises space without compromising style.



HPL

Durable, fully customisable base layer available in multiple colours and bespoke fits for any counter.



Kata

Clean modular grid that keeps the counter structured and premium, with reversible crocks for flexible capacity or platter use.



Shop
the
look

Urban Bowls

Sleek concrete styling that feels modern and ties the whole counter together with a clean, unified look.



Frame

Creates a neat, unified display. Ideal for minimal counters where the defined border removes the need for garnish.



MULTI-LAYERED HEIGHT TO CREATE ZONES AND ENGAGEMENT WITH PRODUCE ON DISPLAY

Tura

Subtle material contrast adds depth, richness and visual dimension to the counter.



AN ODD NUMBER IS ALWAYS MORE ATTRACTIVE TO THE EYE THAN AN EVEN

Slabs

Subtle material contrast adds depth, richness and visual dimension to the counter.

Rectangular Stand

GN-sized stands that support a wide range of platters and slabs, making reconfiguration simple and versatile.



Ore

Geometric GN-compatible shapes with an industrial edge. Oven-to-counter capability simplifies service.



Bring energy to your counter through bold colour and expressive forms. This approach creates instant visual impact, making the display feel dynamic, inviting and memorable while building a confident, creative brand presence.



Vibrant

Colour and creativity that command attention.



OLIVE



DELI



CHEESEMONGERY

Mehndi



Casablanca



Tura Colour



Talon



Vibrant



OLIVE



DELI



CHEESEMONGERY

Shop
the
look

Mehndi

Patterned finishes that instantly premiumise products and draw attention where needed.



TEXTURE CAN
COMPLIMENT OR
CONTRAST WITH
PRODUCTS PLACED
AROUND YOU

Casablanca

Bold, colourful bowls with matching inserts that double as platters to reduce capacity and enable colour-coded merchandising.



Twist Riser

Lightweight, reversible risers that create instant height variation for visual storytelling.



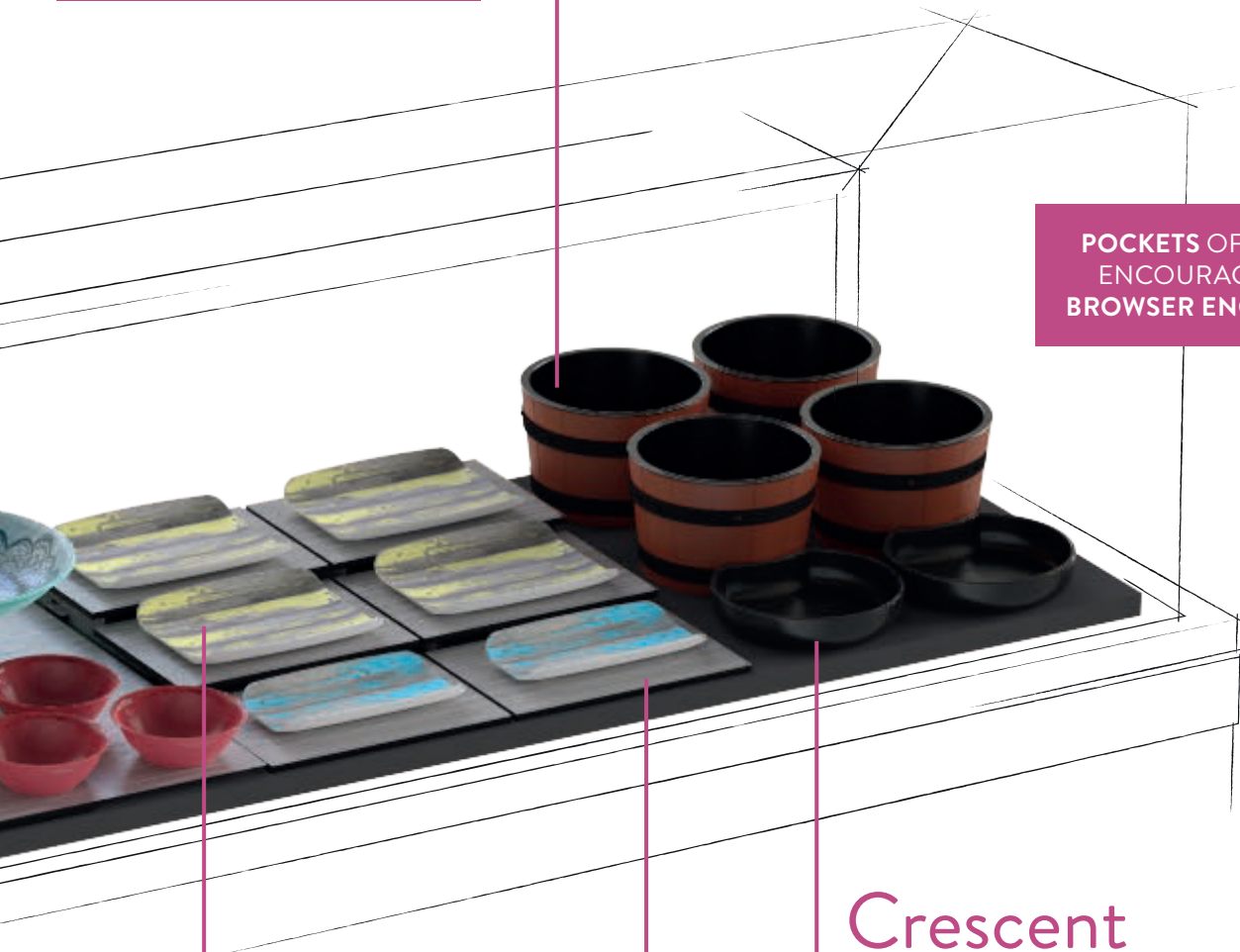
Barrel Bowl

A rustic, layered story. Barrel bowls offer mixed capacities



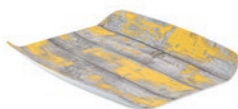
DELI COUNTERS WITH
COLOUR-BLOCKING SHOW
20% MORE INTERACTION

POCKETS OF INTEREST
ENCOURAGE MORE
BROWSER ENGAGEMENT



Rustic Tura

The rustic look unifies the counter while accommodating varied product types.



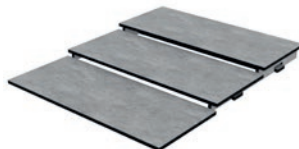
Crescent

space-saving crescents
visually connect product
groups.



HPL

Durable, fully customisable base layer available in multiple colours and bespoke fits for any counter.



Create a warm, authentic counter through natural tones and textured finishes. This aesthetic adds depth and character, reinforcing quality and care while building a brand presence that feels crafted, trusted and considered.



Artisan

Organic textures and ceramic like finishes, made for craft-led counters.



CAKE



BAKERY

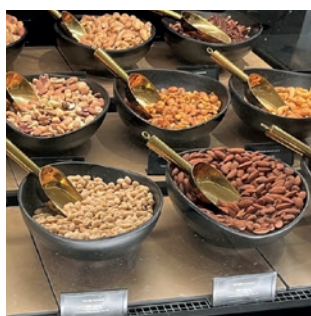


DELI

Polywicker



Pigment



Marl



WoodBark



Artisan



CAKE



BAKERY



DELI

BAKERY COUNTERS
WITH TIERING SEE 16%
HIGHER ENGAGEMENT

Slate

Textured, crafted feel with an 840 footprint that maximises space without compromising style.



Rustic Wood

Food-safe wood-effect platters that add warmth and depth. GN-compatible sizing allows seamless pairing with rectangular stands for a dynamic, layered display.



Manhattan

Adaptable for large or compact spaces, with polywicker baskets that give warmth while remaining hygienic and dishwasher safe.



Shop
the
look

Loom

Connects with compatible platters like wood bark rounds to create layered, eye-catching focal points. Creating a fully customisable layout for changing product ranges.



“STEP DOWN” CREATING
A **FOCAL POINT** THAT
ATTRACTS ATTENTION



BOLD INTERRUPTION,
BREAKING FLOW TO
HIGHLIGHT PROVIDENCE
OR PROMOTION IN DISPLAY

Wood Bark

Food-safe wood-effect platters that deliver an organic, premium feel without the hygiene issues related to real wood.



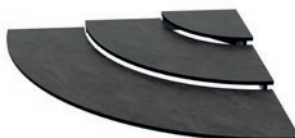
Pigment

Ceramic-style finish that feels handcrafted, boosting perceived value and elevating product presentation.



Corner Unit

Defines a clear zone within the counter for product grouping and differentiation, improving navigation and storytelling.



STAGE THREE

Finishing touches

It's the finishing touches that bring your counter to life. From elegant ticket holders to garnish displays and sampling stands, every detail contributes to customer experience and brand storytelling.





The details make the display

Thoughtful finishing touches shape the final impression of your counter. Ticketing, garnish, sampling stands and utensils add clarity and cohesion, bringing the display together in a way that feels intentional and premium.

Ticketing



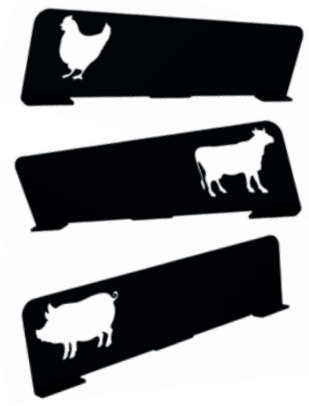
Spoons



Tongs



Dividers





Finish where we started



Eighty years ago, Dalebrook started with something simple: the finishing touches. Artificial garnish was our very first product, and while our range has evolved far beyond those early days, this collection remains a meaningful part of our story.

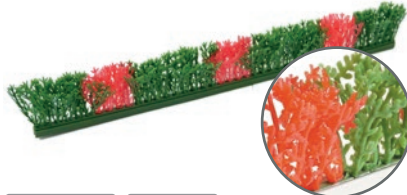
These small details shaped who we became, proving that even the most understated elements can have the biggest impact.



pack of 12 total 3m

Green Cypress Garnish

XR18T 250mm base sold separately



pack of 12 total 3m

Red & Green Cypress Garnish

XRR18T 250mm base sold separately



pack of 12 total 3m

Green Spruce Garnish

XR44T 250mm base sold separately



pack of 12 total 3m

Luxury Parsley Garnish

XR35T 250mm base sold separately



pack of 12 total 3m

Yellow Sunflower Garnish

XR49T 250mm base sold separately



pack of 12 total 3m

Red & Green Coleus Garnish

XR42T 250mm base sold separately



25cm

pack of 12 total 3m

White Garnish Base

XB25B 250mm garnish sold separately



50cm

pack of 6 total 3m

White Garnish Base

XB50B 500mm garnish sold separately



75cm

pack of 4 total 3m

White Garnish Base

XB75B 750mm garnish sold separately





Designed by experts, chosen by professionals

From first sketch to final serve,
Dalebrook helps you craft counters
that perform. Designed for your space,
your product, and your customers.

Let's build your next display together.

dalebrook.com
sales@dalebrook.com



Visit our showroom

Our team will work closely with you to understand your exact needs and guide you through our process of concept, design and production.

Arrange a visit to Dalebrook's London showroom to meet with our dedicated designers and concept managers to develop your new product.

For more information on our bespoke design services, please contact our sales team today:

sales@dalebrook.com
+44 (0) 1376 510 101



**Dedicated
export team**
managing
end-to-end
service

Shipping to over
64 countries
worldwide

**Streamlined
international
logistics** for
faster delivery

Global reach local expertise

Dalebrook products are designed, tested, and trusted worldwide. With international distribution and rigorous quality control at every stage, we deliver design-led display solutions wherever you are.



Strict quality control at every production stage

Global distribution centres in the UK, Europe, and China

Thousands of product lines shipped worldwide each year

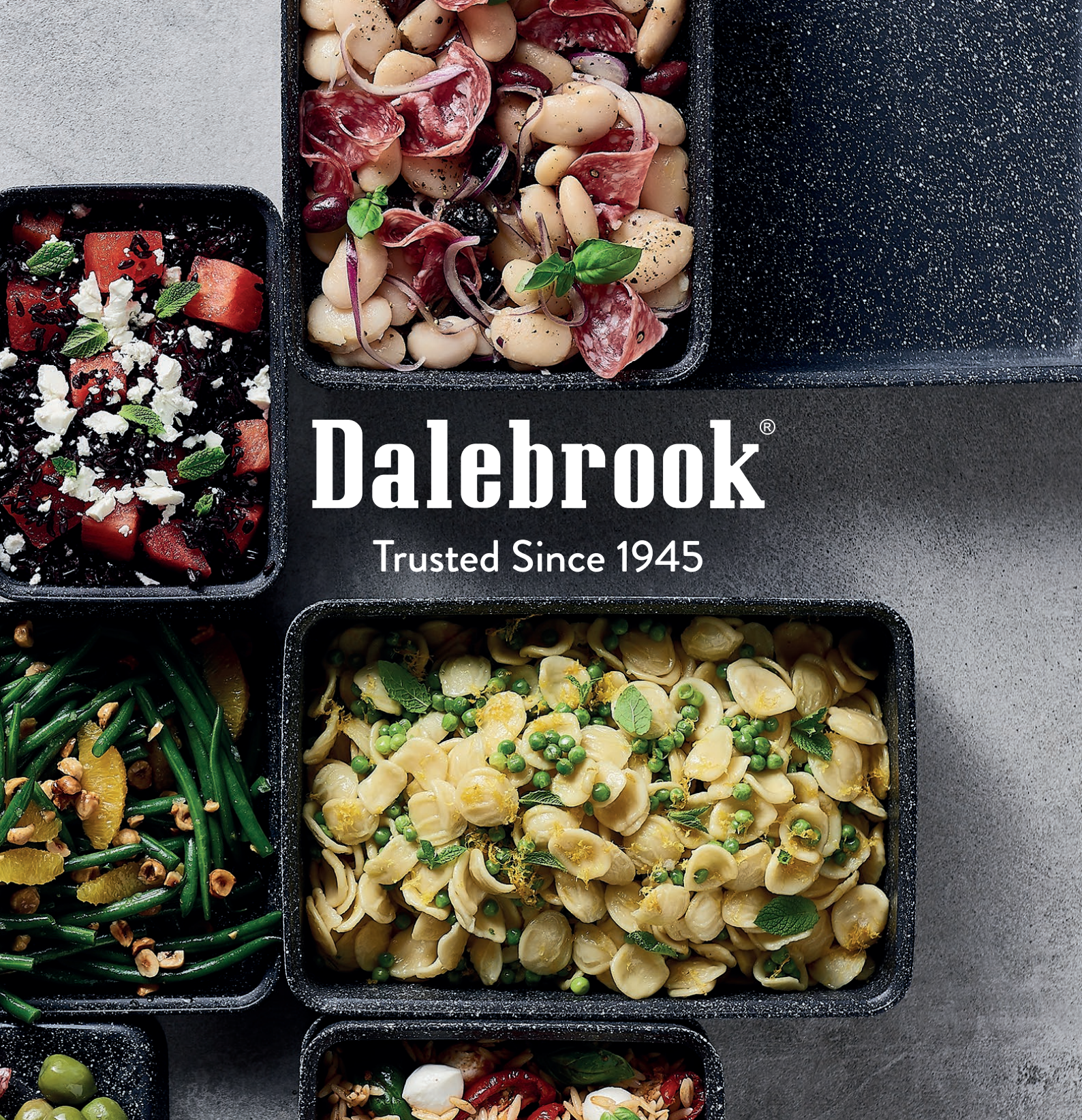


Member of FPA, ISO 9001:2015, ISO 14001:2015



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Trusted Since 1945

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