



• Gerrit, Siebe and Arjen Rijploeg



PLASTIC STORAGE SYSTEMS



Trouble-free co-operation

REA plastic storage systems are very user friendly, existing users identify this aspect and return time and time again to choose REA products as their business expands.

By creating partnerships and maintaining close customer co-operation, successful company relationships develop. Likewise REA strives with its distributors to the same end by maintaining close links with them. Help is always at hand with advise on customers special needs. With REA's worldwide product knowledge linked with the network of experienced distributors, reliability and excellent service can always be guaranteed.

REA, creative solutions.



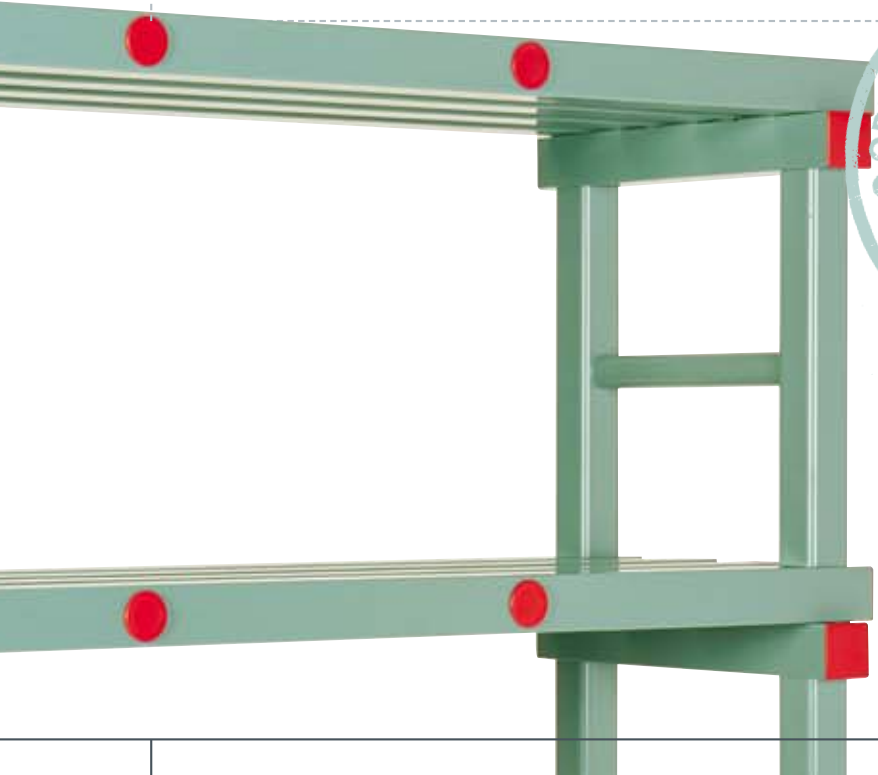
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REA PLASTIC STORAGE SYSTEMS

REA, creative solutions.



A unique system in plastic

Plastic offers numerous benefits when compared with other, much heavier and expensive counterparts such as: metal variations and various forms of coatings. The REA modular and all plastic structure is easy to clean, does not corrode, will not rust, chip or peel off. It has amazing resistance to salt, acids and damp atmospheres. In other words, the perfect answer to HACCP regulations.



The quality champion

For more than 40 years REA plastic storage systems have delivered to the storage industry an indestructible reliability, that any existing customer well knows. This proud statement is confirmed by our 'Original Dutch Design' quality and authenticity label. The TÜV certification mark to indicate the proven strength and safety of the systems, is a further guarantee.



Product development

New products are designed and developed based on ideas, creativity, research and interest from the market. The product range is continually expanding. REA is an innovative company and updates parts used for the various product groups on a regular basis.



Distribution

REA plastic storage systems are sold via a number of distribution channels. Distributors, importers or resellers are chosen to bring the products to market, depending on the country, the size of the country and the potential market.



Flexible, functional, durable

REA manufactures plastic storage systems. The plastic used is of a high grade durable specification which produces an extremely strong, yet light structure. The result being a long lasting, hygienic storage system.

The modular systems are mainly used in storage areas where hygiene is the main demand.

Quality, creativity, functionality and durability has formed the foundation of REA's success.

Over the years professional users in varying trades have felt the benefits/ease of use and characteristics of these unique systems.



Applications

All food sector industries, supermarkets, hotels, restaurants, catering establishments, hospitals, public care institutions, rehabilitation centres, laundries, shipping, laboratories, swimming pools and leisure centres.



History

In 1964, the founder of REA, Siebe Rijploeg developed a plastic storage rack. The rack's design was very simple but also revolutionary. REA was the first company to market a plastic storage system that met the specific requirements for the food industry. The launch of the system was an immediate success; at last a solution was available for storing food products in a totally safe and hygienic manner. Over the years REA has further developed their systems for a wider range of industries. Products are available for sports, leisure and public care establishments. In fact, so many different uses that REA has a worldwide reputation for providing hygienic storage solutions in many fields.



Production and quality control

By adding further state-of-the-art production equipment, linked with new manufacturing methods, REA always attends to the ongoing quest to maintaining quality, meeting high increasing demand and at the same time retaining cost consciousness. The whole process, from quotation to production and including logistics, is carried out in compliance with the ISO 9001 quality assurance control system.



Presence at trade fairs

REA participates at several national and international trade fairs. These events are the ideal opportunity for resellers and professional users to learn about the features and see the quality with their own eyes. These meetings are often the foundation for a successful co-operation.

Promotion and support

REA has comprehensive documentation available. By providing the necessary service, REA supports its distributors and processes enquiries and orders immediately in order to ensure customer satisfaction.



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