



REFLEXSYSTEMS
data management for the food industry

General:

- User friendly
- Customised
- Suitable for all segments in the food industry
- High level of service
- Constant attention for food safety (HACCP)

Reflex 3000:

- More than 75 modules in nine categories
- Access and functionality settable per user
- Optimal ease of use
- The latest data available on the work floor and in the office
- Customised software for all production processes
- HACCP, tracking and tracing
- Features paperless order picking and online ordering

Flex 3000 CT:

- Accurate registration
- Moisture and dirt resistant
- Robust infrared touch screen
- Functional design
- Series of freely assignable function keys

Weighing systems:

- Reliable precision
- Own calibration service
- Choose from various types and weighing capacities
- Connection with Flex 3000 CT and Reflex 3000
- Watertight (IP 67) and easy to clean

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REFLEXSYSTEMS
data management for the food industry

Complete solutions for the fruit & vegetable sector



REFLEXSYSTEMS
reflects reality



Verhaaren AGF is very pleased with its working relationship with ReflexSystems

“We only use the modules that match our needs”

“There’s no way we could operate without perfect computerised systems. Our company leans heavily on Reflex-Systems’s Reflex 3000, which we have now been using for three years. From order entry, purchasing and production up to data exchange with other wholesalers, we use Reflex 3000 for everything. Being a modular system is a great advantage. We can use only those parts that suit our needs.” Marco Boltze is facility manager at Verhaaren, with branches in Tilburg and Venlo. Verhaaren is a wholesaler in potatoes, fruit and vegetables and also supplies convenience products.

“It is a standard package, but it’s easy to make changes. Some customers place two hundred orders a day. First of all, we used to get two hundred separate orders, but thanks to an adjustment to the ReflexSystems system we now get the entire overview presented on an A4 sheet, so we can start work at once. We don’t have to wait until certain orders have been printed out. The lay-out has also been set to suit the labelling system. Each sector demands its own specialist approach”, explains Boltze.

Ahead of developments

He is also happy about the way in which ReflexSystems thinks with and for its customers. Boltze: “They already had a module for tracking & tracing at a very early stage in anticipation of the introduction of the General Food Law on 1 January 2005. They don’t wait until customers start asking for certain modules, but take the initiative and anticipate demand based on their own experience and knowledge of the market.” It’s virtually impossible to scan produce at Verhaaren, due to the fresh nature of the produce delivered. “We make up product mixes or take care of pre-processing. We receive many orders via the fax or telephone. Now, many orders are also sent via Vers Internet Bestel..” Marco Boltze explains



that customers, such as amusement park De Efteling, work using Electronic Data Interchange (EDI). The orders are sent directly to our system and invoicing is also nearly entirely automatic. “ReflexSystems installed a link with our existing system.”

Specific wishes

“We serve our customers according to their specifications. Everyone wants clear and complete invoices of course, but each company still has individual wishes”, says Boltze. “Some companies want all the orders grouped per day, while others want a more detailed overview. Reflex 3000 makes all variations possible. So we can treat each customer individually. The added

Reflex 3000 is extremely user friendly. Anyone can work with it.

advantage is that if we meet customer expectations and supply clear and complete invoices in the way requested by the customer, they tend to pay quicker!”

User friendly

Boltze: “Reflex 3000 is supremely user friendly. Anyone can work with it. The so-called Flex screens are also clear to understand. Any system must also contribute to faultless deliveries to the end customer. Even if the consignment is missing just 1 kilo of tomatoes, we still have to make another delivery to make up the order. We obviously want to avoid this kind of situation.” At Verhaaren we’re very satisfied with the service provided by ReflexSystems. If there’s a problem, their help desk can always help me. They find out what is causing the trouble and report back very quickly. If we still can’t remedy the problem like this, then they send a technician.”



Simple data registration in the system is a must.

Verhaaren AGF

With approximately three hundred employees Verhaaren’s customers include the hotel, restaurant and catering trade, (care) institutions, the industrial sector, holiday camps and amusement parks. In addition, they also cooperate with total suppliers.

Hygienic processing as well as handling produce responsibly and according to the highest hygiene standards is given priority status at Verhaaren. The company applies its own quality and food safety assurance system that is audited by internal quality inspectors. The system naturally complies with HACCP and BRC standards. Audits are regularly held. Verhaaren is also involved in the residue monitoring programme, in cooperation with Frugi Venta and the Product Board for Horticulture. These companies operate in the Food Compass - an independent, non-profit making organisation that provides a residue monitoring inspection service to its associate members. Via this organisation the quality of all horticultural produce is closely monitored, including inspections for residues of crop protection agents. As well as inspection, the fruit and vegetable wholesalers also run research programs. Boltze: “How does fruit ripen best? How can we prevent sliced fruit and vegetables discolouring? What is the best way to package sliced vegetables or fruit salads? These are just a few examples of subjects we have studied - and not without results. Our internal quality service also works constantly on product development and designing new products and concepts - for and on special request of our customers.”