



**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

#### ReflexSystems The Netherlands

Transistorstraat 90  
1322 CH Almere, The Netherlands  
T + 31 (0) 36 535 80 70  
F + 31 (0) 36 546 48 01  
E info@reflex-systems.nl  
I www.reflex-systems.nl

#### ReflexSystems Belgium

Miksebaan 234  
B-2930 Brasschaat, Belgium  
T + 32 (0) 3 317 04 00  
F + 32 (0) 3 317 04 09  
E info@reflex-systems.be  
I www.reflex-systems.be



**REFLEXSYSTEMS**  
data management for the food industry

Complete solutions for the meat sector





### Verscentrum Almere enthusiastic about Reflex 3000

**“You really notice the system was designed by people who know what they’re talking about”**

*“When you start working with Reflex 3000, you notice straightaway that the system has been designed by people with practical experience in the meat sector. They understand that you need to see all the customer’s details and history at a glance, and that you just want to press one key to get a print out of the packaging. I can fully support the claim that ‘ReflexSystems reflects reality’*

Peter Pruijm, works and systems manager at the Verscentrum Almere, is still enthusiastic about Reflex 3000. “When we started to use data systems some twenty years ago, we quickly discovered ReflexSystems. I immediately had confidence in their system, as the people behind it had a background in butchery. The choice was quickly made, a decision I have never regretted.”

#### It works perfectly

The Verscentrum has five divisions: frozen goods, sliced meat products, packaging, pork and beef. Butchers phone us and place their orders, which are immediately entered in the computer. Reflex 3000 ensures the order is sub-divided and sends the relevant department the part of the order that applies to their products. Each department has a Flex 3000 CT and a label printer. The employees can see exactly which customer they are working for, but only view their particular part of the complete order. “This not only avoids many mistakes, but also ensures that people concentrate on their part of the task and don’t get unnecessarily side tracked with orders for other departments”, says Pruijm.



#### Touch screen

In the beef department, a young man is standing in front of a touch screen. He is checking if an order is completed and ready for dispatch. “The system works perfectly. You can see exactly what you’re doing; just touch the screen for more information. It couldn’t be easier. The touch screens work really well, with no breakdowns. And you don’t make mistakes quickly either -if you don’t press the keys properly nothing happens, so you aren’t likely to be given the wrong details by mistake.”

User friendly, a wealth of information and trouble free. Without Reflex 3000, the Verscentrum Almere would be completely lost. Pruijm: “Everyone at the company uses it. That’s one of the charms of the system, there are modules suitable for each different department that can all be linked together.”

Reflex 3000: user friendly, a wealth of information and trouble free.

#### User friendly

Prujm sums up some other advantages of Reflex 3000. “Ease of use really springs to mind. Anyone can use it - even with just basic computer know-how.” What Pruijm also likes is the amount of information presented within two seconds on the screen. A final, vitally important advantage is reliability - the system is totally insensitive to malfunctions. We hardly ever have any trouble with it; a critical point in our branch, because of the nature of the fresh products we work with.

#### Always on call

Prujm is also full of praise about the service provided by ReflexSystems. “They advise us really well, and are always on call. If you need a customised module, they arrange all the details and can also organise staff training so they can become familiar with how the system works.

#### Call registration system

Since recently, the centre has been working



Each department has a Flex 3000 CT and a label printer.

with a call registration system, another Reflex 3000 module. This system registers every query or complaint and sends it to the person responsible. The system ensures that no one forgets to answer queries, as well as compiling an overview of the action taken to solve complaints or questions asked by customers.

## Verscentrum is a butchers’ cooperative

Forty years ago, a group of butchers decided to combine forces to help cut costs. They rented a warehouse and did their purchasing jointly. This cooperative called itself ‘De Gooise Keurslagers’, which later changed into ‘Het Gooise Slogerscentrum’, with branches in Hilversum and Amsterdam. When the company relocated eight years ago to Almere, the name was also changed again into ‘Verscentrum Almere’. “We’re still a cooperative”, says Pruijm. “The Verscentrum is owned by a hundred butchers. They all share in the profits, and have a common interest in the company’s success.”

Verscentrum Almere is a normal, commercial company. Non-members are naturally not treated any differently to members, as the company obviously also has to score: we operate in a competitive and crowded market. The majority of the Verscentrums’ customers are affiliated to the quality butchers “Keurslagers” association. “We serve 40% of Keurslagers in the Netherlands, the only regions we don’t supply are the north and south,” explains Pruijm. “For the 350 customers we supply to, 250 are members of the Keurslager organisation. The other hundred customers also include many supermarkets. Many family-run shops are closing down, particularly if no one in the family is interested in continuing the business. Supermarkets are taking over their market share. On the other hand: good quality butchers are growing. Consumers who value high quality can find that in the traditional butcher’s shop.”