



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 game & poultry sector



REFLEXSYSTEMS
reflects reality



Game and poultry supplier W&G Groep happy with Reflex 3000

“I don't know where we'd be without it”

The W&G Group (Wild & Gevogelte Groep) comprises three companies: Hollands Wildhuis in Best, Brinkhorst in Ede and Van Leeuwen in Zoetermeer. The group, founded more than forty years ago by Johan Brinkhorst, is currently run under the management of his sons Victor, responsible for the branches in Best and Zoetermeer, and Wilco Brinkhorst, director of the branch in Ede.

The W&G Groep got to know ReflexSystems at the close of the 1980s, when the branch in Best was taken over. Victor Brinkhorst: "At that time there was no form of computer run system at all, so I started trying to find one. Via Bas van Brussel, a former classmate of mine, and one of the first clients of ReflexSystems, I encountered the system then called Vers 2000. He gave me a demonstration and it appeared to be a good system, so I decided to contact the guys behind the idea.

Born of practical experience

Victor: "In an attic room in Hilversum they showed me what they had. At the time, they came along themselves to screw a Flex to the wall. They're people with a practical background, which is a major advantage. Fresh produce is an art apart, and for us it's really crucial that they can share our thought process from a practical viewpoint. The software and the answers to any queries about the program reflect this. The team at Sisoft really understands the constraints and demands of our sector."



Huge improvement

The branch in Ede used a different system then. Wilco Brinkhorst: "What a drama! We were promised the world, but nothing worked properly. You could just about generate a packing note and a monthly invoice, but not much else. After struggling along for about eighteen months, I said: enough is enough. Then I saw how well it all worked in Best with the ReflexSystems system. That system had all the features I wanted, such as setting the dates on invoices, so I phoned up and said I wanted the same system too". And all this despite the fact that switching over to a new package represented a substantial investment. Both the hardware and software had to be replaced completely. However, Wilco has never regretted his decision. "Oh no, once

“They're a bunch of nice, enthusiastic guys who think with the customer.”

everything was installed a whole new world opened up for us! Although, compared to what we have now it was rather primitive; everything was still in DOS and specific requirements had to be specially customised, but even so it was a huge improvement compared to the old system".

Unlimited possibilities

ReflexSystems reacts to new possibilities. The Brinkhorsts are extremely satisfied with Reflex 3000. "Nothing but praise for the software", says Wilco. "We are fully dependent on the system, we wouldn't know what to do without it." Victor: "In principle it can do everything, the possibilities are unlimited, it's just great. Plus the system is simplicity itself, and extremely user friendly, even the manuals are easy to understand." Both think the slogan 'ReflexSystems reflects reality' aptly chosen. Victor: "Yes, it's exactly right. And what's more: they're



Simple data registration in the system is a must.

even ahead of developments. They anticipate and react quickly to new possibilities and demands. For example, they came up with a really good solution for placing orders via Internet. They're a bunch of nice, enthusiastic guys who think with the customer."

W&G Groep

With around one hundred employees and supplying to in total two thousand kitchens, the W&G Groep is counted among the larger suppliers of game and poultry in the Netherlands. Their assortment consists of so-called reared game birds and poultry (especially reared birds such as guinea fowl, quail, duck and ostrich) and 'shot game and poultry' such as pheasant, hare and venison, that are only available for a couple of months a year during the hunting season. Hunters in the Veluwe provide this part of the assortment, with additional supplies sourced in Scotland and Eastern Europe.

The W&G Groep supplies game and poultry, both in its natural state and ready cooked to hotels and restaurants, caterers, congress centres and kitchens in institutions such as hospitals. The assortment must comply with a range of extremely diverse requirements: premium quality for the upper restaurant segment, dietary and portions size requirements for patients, and pre-processed and ready seasoned products if necessary for cook-chill kitchens. With its Horeca Exclusief assortment and the Welldone assortment and through using preparation techniques in line with the most stringent HACCP standards, the W&G Groep ensures that each airline meal retains its excellent flavour at even the highest altitude, that every resident of the retirement home can enjoy a succulent chicken breast without any fear of salmonella infection and that even the most refined palate is pleasantly surprised by the fine quality of the hare fillet.