



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 wholesale trade



REFLEXSYSTEMS
reflects reality



Horesca Smulders also wants to be a trendsetter when it comes to data systems

“It makes work a pleasure. That’s what it’s all about”

‘Trendsetters in wholesale’ is the pay off of Horesca Smulders, situated in Goirle, Brabant. “We constantly want to be able to show our customers new and exciting concepts and lead the way in new developments, which equally applies to software applications, even if it means more effort in fulfilling a pioneering role.” Stefan Smulders is director of Smulders, the self-service cash and carry for the hotel, catering and restaurant trade. For data processing they work closely with ReflexSystems. To their complete satisfaction.

ReflexSystems’s data systems form the foundation of the company. “Everyone here has something to do with it”, says Stefan Smulders. “And they’re involved. They provided a series of training sessions and were present when we had to make the ‘go’ or ‘no go’ decision.”

Scanning and order picking

Horesca Smulders has switched to order picking using an RF-scan method. Smulders: “The sales slips are generated by the system and displayed on the terminals worn by the order-pickers. This system means we can work in a paper free environment, which saves money and is environmentally friendly.” In the warehouse the operators of the order picking trucks are hard at work. They all have a terminal strapped to their wrists, which displays the orders.

Increased reliability and accuracy

At Horesca Smulders, far fewer picking errors are made since the introduction of the new system. Stefan Smulders: “We also save time and money as additional order inspections aren’t necessary anymore. This saves a good forty hours a week. The scanner indicates if the correct product has been picked and if all the products in the order have been collected. It virtually eliminates errors.



Improvements born of practical experience

“One of the strong points, in my opinion, is that the same modules run at all ReflexSystems’s customers so we can all benefit from all the improvements. ReflexSystems continually launches new updates. These incorporate improvements based on remarks generated by user feedback’, says Smulders. “The modules can be used operationally, for example invoicing and the quotation program. You can pick and mix what your company needs. This is really handy as every wholesaler and every company works just that little bit differently. We require a high level of customisation, place high demands- ReflexSystems reacts well to this.”

“Reflex 3000: an easy and useful system to work with.”

On line ordering

At the moment, on line ordering is possible, but not all our customers take advantage of this service. A lot of our customers do order via Vers Internet Bestel. “Ordering online represents many advantages for both our customers and for us. You can browse and shop throughout the entire catalogue and place the items required straight onto the order form. Companies can also access their own ordering history.”

Contributing to the thought process and service

ReflexSystems investigated for Smulders how to detail invoices using either the ledger numbers or according to the customer’s name. Smulders: “The customer only has to indicate once which article has to be placed in which ledger. Horesca Smulders processes the data in the system and at the end of day the invoice contains the articles,



A wrist display is used to read out the orders.

arranged according to ledger number or name. This saves valuable time for the companies or their administrative partners. Contributing to the thought process and service are very important these days. You have to pull out all the stops to keep ahead of the competition.”

Horesca Smulders

Horesca Smulders has 18,000 articles in the system, of which 12,000 are held in stock. 80% of the company’s customers fall into the category hotel, restaurant and catering trade, while the remaining 20% are health and care institutions – mainly found in the provinces of Brabant and Gelderland.

A special feature of Horesca Smulders is the Trends & Traditions department. In the stylish surroundings of a fully furnished and equipped kitchen and living room, Horesca Smulders presents new products and concepts and smart, innovative solutions to its customers. All under supervision of a culinary advisor from Smulders.

Throughout the year the Trends & Traditions department in Goirle is used to host workshops designed to demonstrate new products for the hotel and restaurant sector and as an opportunity to meet fellow colleagues. For example workshops focussing on wine & food, Tapas, cooking for care institutions and ideas aimed at stimulating creativity. “We also help customers think up new menu ideas”, explains Smulders.