

ReflexSystems... reflects reality



REFLEXSYSTEMS DATA MANAGEMENT FOR THE FOODINDUSTRY

General:

- User friendly
- Standard custom made
- Suitable for all segments of the food industry
- High service level
- Consistent attention to food safety (HACCP)

Reflex 3000:

- More than 75 modules in nine categories
- Access and function adjustable per user
- Optimum ease of operation
- Current data available both on the work floor and in the office
- Customized software for all working processes
- HACCP, tracking and tracing
- Paperless order picking and Internet order module

Flex 3000 CT:

- Accurate registration
- Damp and dirt resistant
- Solid infrared touch screen
- Functional design
- A set of freely adjustable function keys

Weighing systems:

- Reliable accuracy
- Own calibration service
- Choice of various types and weighing capacities
- Coupling with Flex 3000 CT and Reflex 3000
- Waterproof and easy to clean

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REFLEXSYSTEMS
reflects reality

ReflexSystems reflects reality, for many years already

ReflexSystems provides automation solutions for the food industry that are perfectly attuned to the practice. The assortment consists of two components: The extensive software package, Reflex 3000, for all working processes and the registration system, Flex 3000 CT. A characteristic of ReflexSystems is the fact that all products and software solutions are perfectly attuned to the practice. The systems are therefore extremely user friendly. In addition to the wide range of options available in the standard version of Reflex 3000, the products can also be customized. ReflexSystems products have an excellent price / quality ratio. The key for the development of ReflexSystems products is the abbreviation KIS, which stands for the slogan "Keep it Simple".

The products must be simple enough for anyone to work with.

Reflex 3000: very complete

The software package, Reflex 3000, consists of more than 75 modules and can be used in almost every segment of the



food industry. The system is currently being used by more than 400 companies, including fish wholesalers, dealers in game and poultry, the hotel, restaurant and catering industry, bakeries, dealers in potatoes, vegetables and fruit and/or grocery products, and producers of ready-made meals.

Level headed in practice

The fact that ReflexSystems is level-headed in everyday practice has everything to do with the company's history. In the mid 1990s, two companies merged to create B&B SLAsoft. Increasing globalisation means that from early 2007, B&B SLAsoft will continue under the name ReflexSystems. The company moved into a spacious building in the centre of the Netherlands; a location from where the entire food industry could be served.

Total project

ReflexSystems is the only automation company that is capable of providing a total solution without any form of third-party dependence. This means that we supply not only the software, but we also supply and maintain the computer hardware, weighing scales, label printers, scanners, RFID products, registration equipment, etc. Our technicians also install the equipment both in the office and on the work floor. Our consultants subsequently provide a complete implementation and training programme. The fact that ReflexSystems is in control of the entire process means that we are also able to warrant short implementation times.

Speaking the language of the customer

ReflexSystems emphasizes everyday practice. We speak the language of our customers to ensure that we will find the best solutions in consultation with you. And because ReflexSystems remains in close touch with developments in the daily practice, we are always able to offer more efficient solutions. Your customers can now also order online via our new e-commerce module.

Years of experience

Anyone opting to work with ReflexSystems systems also invests in a total project. From the very first contact, and throughout every subsequent phase, our experts will think with you to secure the best possible solution for your company. Keeping that objective in mind, we study your daily working processes and the options available based on many years of experience in the food industry: Experience that you will immediately recognize in our customized products and services. ReflexSystems is your reliable partner, now and in the future.

Traceability

It is essential to stay in touch with all the latest industry developments. As you undoubtedly know, legislation and regulations play an increasingly prominent part in all the different sectors of the food industry. We are all familiar with, e.g. the General Food Law, which prescribes that all products must be traceable. As soon as ReflexSystems becomes aware of this kind of development, and even before the legislation comes into effect, we start to develop suitable modules to couple to the existing Reflex 3000 system. And, as always, we pay meticulous attention to the practice, and make sure that the system is indeed workable. After all, that's the least you can expect from a supplier that thinks with you to resolve your problems.

ReflexSystems...

Roots in the butchery business



ReflexSystems reflects reality



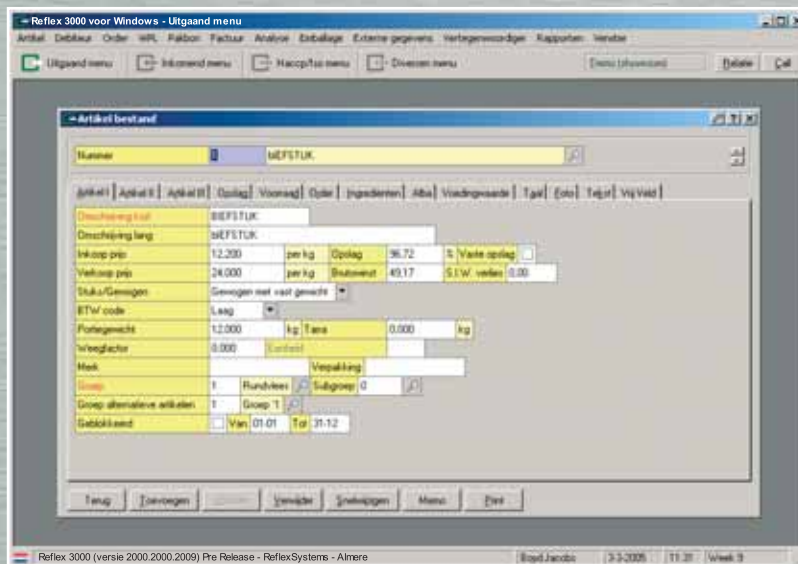
Reflex 3000: The ideal Software system for the food industry

Picture on the right: wysiwyg label layout



One of the most striking and appreciated advantages of the Reflex 3000 automation system is the fact that it is designed in modules. Distributed over nine categories, the more than 75 modules form the building stones of the overall system. You decide which modules you want to buy based on the requirements of your specific situation. Thanks to its flexible design, Reflex 3000 is the only system that is "standard custom-

Example file articles



made" for your company. Based on the latest developments in the market, it is expected that the number of modules will continue to increase.

ReflexSystems reflects reality

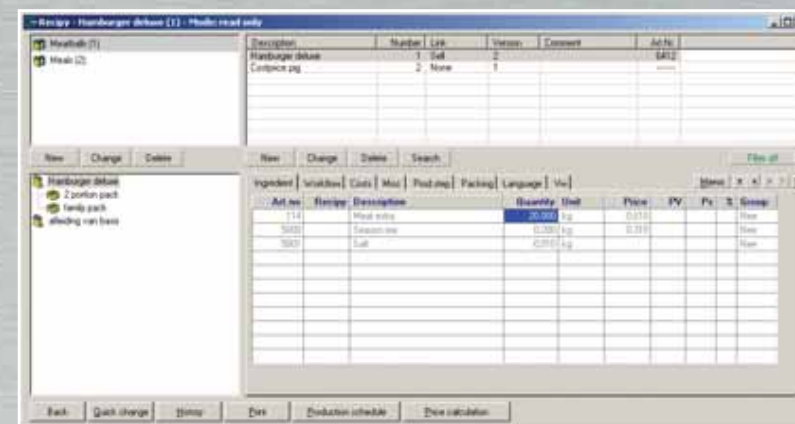
The specific dynamics of the food industry is the point of departure for the development of every new module that is added on to the Reflex 3000 package. Our slogan, "ReflexSystems reflects reality", is based on the fact that Reflex 3000 was developed from that practice. This also explains why it is so perfectly suited for use in both small and large companies, from the hotel, restaurant and catering industries to fish processors, and from potatoes, vegetables and fruit specialists to meat suppliers. For us, the daily course of events in the food industry is an inexhaustible source of inspiration for improvements, extensions and innovations.

100% focused on the practice

Our customers have fed ReflexSystems with user's reports, wish lists and tips from the first version of the Reflex 3000 program to ensure that we make even better programs. This has resulted in Reflex 3000 becoming the practical system it is today: focused on the practice, flexible and with optimum ease of operation. More than 400 companies have already opted for Reflex 3000.

Control of the flow of produce

Upon receipt of the product, the purchase order entered into the Reflex 3000 program is retrieved onscreen in the Flex 3000 CT. Every product is registered, while the actual weight of the weighed product is memorized by means of the coupled weighing scale. The CCPs (critical control points) are also registered by means of the integrated HACCP module. The system also generates batches to which all the necessary data can be linked, both in advance and afterwards, to ensure full traceability and to calculate cost prices. The centrally stored information can subsequently be accessed anywhere. Stocks can be updated automatically and journal entries generated automatically for the ledger. In addition, it is also possible to print packing lists, reports and invoices at the mere press of a button. Reflex 3000 also communicates perfectly with peripheral equipment such as label printers, barcode scanners, thermometers, and chip and voice recognition devices.

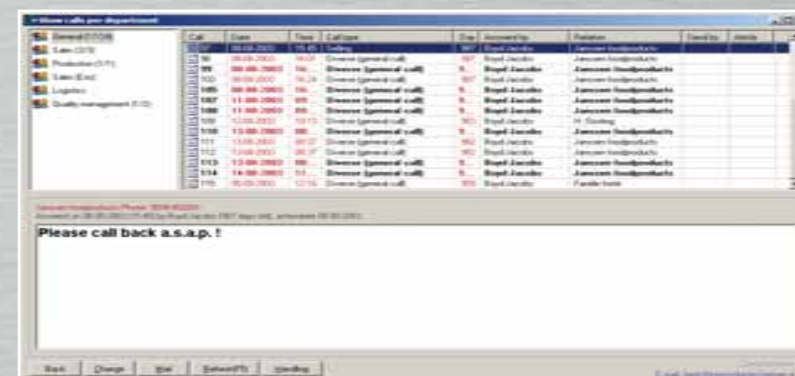


Example maintenance recipes

Ease of operation

Thanks to its ease of operation and near problem-free design, the system is simple enough for all your employees to use. New users, too, can be familiarized with Reflex 3000 in no time at all.

Extensive relation management / Call registration



Example Flex 3000 CT Screen layout



"They even stay ahead of the practice"

"Nothing but praise for the Reflex 3000 software", says Wilco Brinkhorst of the Game & Poultry Group. The G&P Group supplies game and poultry, both cooked and uncooked, to hotels, restaurants, catering companies, congress centres and hospital kitchens. "We are extremely dependent on the system. I wouldn't know what to do without it. We'd be lost!" Victor Brinkhorst adds: "In principle everything is possible; its possibilities are unlimited. It's great. Besides, the system is very simple and therefore very user friendly. And the instruction manuals are also very clear." Victor and Wilco are of the opinion that ReflexSystems really fulfils the expectations created by the slogan, "reflects reality". Victor: "Yes, that's right. And what's more, they even stay ahead of the practice; for example, with respect to traceability, which is now obligatory. They don't waste time deliberating on how to tackle the problem; no, no, by the time the legislation comes into effect they have already designed the program. They really react promptly to new possibilities and demands. Currently, for example, Internet ordering is hot, so they're already on the job. And they're a really enthusiastic bunch of guys; they really help you think."

Victor Brinkhorst, Director G&P Group

Reflex 3000: Standard software made to measure

Financial	Reflex 3000 Reflex Packing list history Reflex Invoice history Reflex Currency Reflex Book Reflex Purchase Reflex CBS/Iris Reflex Saving actions Reflex Contract prices	Articles, clients, price agreements, packing lists and invoices Filing of packing lists Filing of invoices Invoicing in foreign currency Coupling with bookkeeping package Purchase registration, articles to be purchased, creditors, price agreements Coupling with the Iris package of the CBS Management of saving points on turnover per client Creation and management of contract price agreements
Back-office	Reflex Layout packing list Reflex Layout invoice Reflex CMR Reflex Transport document Reflex Customer relation management Reflex Representative Reflex Representative/Field organization Reflex Quotation control Reflex Report generator Reflex Job planner	Free packing list layout Free invoice layout Printing of CMR documents and packing lists Layout of external transport documents Customer relation management and documents; coupling with word processor Layout and control of targets and visits Standalone version for representative on laptop Layout and management of quotes in Reflex 3000 Layout of reports with the help of the Reflex database Execution of orders at regular intervals, e.g. printing production stickers and production lists.
Order	Reflex Order Reflex Backorder Reflex Order history Reflex Production sticker Reflex Purchase planning Reflex Order list Reflex Purchase order Reflex Order Warehous Reflex O.B.E. Reflex O.V.C.	Order administration, production and order surveys Automatic creation of backorders; control of registration Filing of orders Printing of production labels (order sheets) Layout of purchase planning on the basis of selections and orders Printing of order list per debtor Order administration for purchase department Coupling order entry between subsidiaries Ensures continuous order back-ups Checks the completeness of the order
Weighing / registration	Reflex Weighing / Registration Reflex Label Reflex EAN Reflex WSS Reflex Calc online Reflex Label automaton Reflex Measuring points Reflex E-weighing	Software for Flex 3000 (CT) terminals WYSIWYG label layout, printing of labels. Registration and production of EAN barcodes Paperless order picking with portable pulse scanner Real-time calculation of all batches through Flex 3000 CT Coupling with Weighing / Price / Label automaton Creation of a series of measuring points for the Flex 3000 CT Registration according to legislative E standards

Logistics / Production	Reflex Packing Reflex Pocket Packing Reflex Stock Reflex Pallet location Reflex Batch stock Reflex Poultry trace Reflex Beef trace Reflex Recipes Reflex Production Reflex GFL Reflex Coupling driving schedule Reflex Calculation Reflex Fish Trace	Packing registration (historical) per customer and per type of packing Registration packing through Pocket PC on site Administration of stock per article, locations Management of stock and location of pallets Management of stock at batch level Integrated poultry batch registration, incl. poultry labelling Integrated beef batch registration, incl. beef labelling Recipes, working schedule, integrated (cost) price calculation Internal production order coupled with Reflex recipes Simple tracing for General Food Law Coupling with driving schedule optimization Integrated (cost) price calculation Integrated batch registration for fish
ISO 9002 / HACCP	Reflex Product specification Purchase and Sale Reflex HACCP Reflex Call registration Reflex Temperature Reflex Agreement on packing	Defining product specifications and printing Defining CCPs for Flex 3000 and Term 3100, CP analysis. Registration of complaints, coupled with Reflex customer relation management Temperature measurement by means of the Flex 3000 (excluding hardware) Management of packing at supplier level
Management	Reflex Sales analysis Reflex Purchase analysis Reflex Management Reflex Data Warehouse Reflex Debtors' Budget	Sales analysis per article, client, group, ABC analysis, graphs Purchase analysis per supplier, article, group and graphs Mutation control (prices, articles, weights, numbers) Central data management for the subsidiaries Annual budget monitoring for your customers
Network	Reflex Minilan Reflex Lan I Reflex Lan II Reflex Lan III Reflex Lan IV Reflex Lan V	REFLEX to be used in Windows network, up to 3 users REFLEX to be used in a network, up to 5 users REFLEX to be used in a network, up to 10 users REFLEX to be used in a network, up to 20 users REFLEX to be used in a network, up to 50 users REFLEX to be used in a network, up to 250 users
External couplings	Reflex Export Reflex Import Reflex Internet Order Reflex Internet Order Analysis Reflex E-commerce Reflex Edi Reflex External coupling	Export of packing list and invoice details to an external package Import of ASCII files from an external package Order insertion via Internet with coupling to Reflex 3000 Sales analysis available via the Internet Toolkit for coupling of Reflex 3000 and your Internet site Coupling Integration Electronic Data Interchange Coupling to external packages, including Inversco and Deli XL

"ReflexSystems is a partner you can immediately get on well with."

Holland Food Service of Wijchen has an excellent reputation in the production and supply of uncooked and cooked potatoes, vegetables and fruits, ready-to-serve meal components and deep frozen products to institutional kitchens. Controller Bas Ceelen says that the company wants to continue to be the market leader. "We react to fast changes in the market by continually improving our assortment, production techniques, quality and service. Automation should support this philosophy. We submit our wishes to ReflexSystems, but they also take initiatives themselves. The modular system has a big advantage: You can first choose all the basic modules you want to use and later on you can build on that by adding further modules. "Holland Food Service also works with the Internet order module. It makes it easier for our customers to place orders and to obtain better insight into our assortment of 15,000 articles," Ceelen explains. "They can also request information, such as sales statistics, whenever they need it. Our assortment is continuously growing and the catalogue is updated automatically. The advantage of this is that the system is custom-designed to suit our company."

Bas Ceelen, Controller Holland Food Service



"We use the modules that serve our purposes"

"We couldn't work without perfect automation. Our company largely runs on Reflex 3000 from ReflexSystems, and we now have three years' experience with the system. We use the elements that serve our purpose, which means we don't need to deal with any superfluous hotchpotch." Marco Boltze is facilities manager at Verhaaren's, which has subsidiaries in Tilburg and Venlo. Verhaaren is a wholesaler of potatoes, vegetables and fruits and also supplies those products in ready-to-cook forms. Flexible and reliable delivery of countless product combinations place high demands on the automation system. "We deal with a special branch of industry: We work with day prices and sometimes even with intraday prices where the prices of the products fluctuate in the course of the day. That demands a high level of flexibility. We do not want to enter that into our system immediately and then end up seeing it on the invoices later. And we manage to do so. ReflexSystems, like us, also opts for the practical approach." Boltze also refers to compound products, such as the vegetables used in soups; in other words, packages that contain cauliflower, leeks, onions and carrots. "The way everything is programmed means that you can see the final price immediately." He also likes the way ReflexSystems helps his customers think: "They had a tracking and tracing module at a very early stage in anticipation of the introduction of the General Food Law on 1 January 2005. They never wait for the client to come up with a solution; they take the initiative themselves based on their experience and their knowledge of the market."

Marco Boltze, Facilities Manager Verhaaren AGF



Reflex 3000 CT: simple operations on the working floor

Picture on the right:
Registration in practice

A good registration system with clear terminals is indispensable for a balanced organization of the company. It should be simple and easy to enter all the relevant data into the system. ReflexSystems markets registration systems under the name, Flex 3000 CT. These systems link up perfectly with the software package, Reflex 3000, which can be used in any working process.



Stainless steel registration terminal:
made in Holland



Everything is possible

Because we react to the wishes of every single customer, it is possible that the layout and functionality of the systems may differ. For example, would you like to print packing lists and invoices immediately, or do you need production lists for separate departments? Everything is possible with the combination of the Flex 3000 CT terminal and modular software. Moreover, the terminal can be equipped with one or more integrated weighing scale connections.

Functional design

Easy surveying is a principal prerequisite for a registration system. Humidity and dirt should not affect the functioning of the machine. The Flex 3000 CT is a solid industrial terminal with a touch screen

(splash-proof) control panel: A fine example of functional design with a screen that is always clearly subdivided.

Weighing systems: weighing is knowing

It is sometimes said that 'measuring is knowing'. But that also applies to weighing. For that reason, we introduced the slogan, 'weighing is knowing', in the fresh produce sector. ReflexSystems supplies various types of weighing scales, coupled to the Flex 3000 CT terminals and therefor properly integrated into the Reflex 3000 software package.

Bench scales and Roll-on platform scales

ReflexSystems produces Bench scales with weighing capacities of 3 to 300 kg, and Roll-on platforms with weighing capacities of 150 to 3000 kg. These weighing systems are made of stainless steel and are waterproof in accordance with the IP 67 standards.

Rail and floor scales

ReflexSystems also manufactures rail scales with weighing capacities from



Waterproof stainless steel weighing scale from our own factory

150 to 600 kg and floor weighing scales (built-in) with weighing capacities of 150 to 3000 kg. The floor scales can be constructed with removable covers to enable easy cleaning. We do this because HACCP is a high priority for ReflexSystems.

Made in Holland

ReflexSystems designs and produces all its own software and hardware components in the Netherlands under its own control. ReflexSystems even provides its own certified calibration service to calibrate the weighing systems and also conducts periodical inspections.



Rail weighing scale from our own factory

'Interesting, also for smaller companies'

Sea fish wholesaler Gebr. Muys not only has almost the full range of Reflex 3000 modules, but also five Flex 3000 CT terminals. "Good equipment, very well suited for use in a wet environment, because with fish you always have humidity", says Willem Vedder. On 1 October 2003, the Reflex 3000 system went live at the sea fish wholesaler. In Spakenburg, all the fish is processed by the approximately seventy workers and sold to the ambulatory fish dealers, fish shops and fish wholesalers. Among those is an ever-growing list of foreign companies. Regular customers are supplied two to three times a week; generally at night. Vedder: "We have been running the system for a year now. In the beginning there are always a few little things that need to be adapted; which is obvious, as things never run exactly as planned. Meanwhile, though, everything is working perfectly, and I must say, I am very happy with the system. It is extremely elaborate and has countless options for running statistics and analyses - which is very nice. Thanks to the modular construction, you are able to buy only what you need and you are not forced to buy a lot of unnecessary stuff you would never use. That makes the system interesting for smaller companies too."

Willem Vedder, Chief Automation Kennemer Fish Group, of which Gebr. Muys is a subsidiary.



'Paperless order picking with a RF-scanner'

'Trendsetters in institutional use' is the pay-off of Horesca Smulders in Goirle in the province of Brabant. "We want to show our customers new things again and again, and lead the way when it comes to new developments. This is certainly also true in automation; even if it means you sometimes have to invest more simply because you are the first mover."

Stefan Smulders is the manager of Smulders, a company that supplies to hotels, restaurants and catering companies. The company collaborates closely with ReflexSystems in the field of automation. Thanks to the collaboration with ReflexSystems, Horesca Smulders was able to implement wireless order picking using an RF pulse scanner. The sales slip that is generated by the system can be accessed directly by the order pickers. Our entire operation is now completely paperless; which not only saves us money, but it is good for the environment as well. Thanks to this new system, Horesca Smulders now works with substantially reduced error statistics. Stefan Smulders: "We also save on the cost of order controlling, because there is no longer any need for it. It saves us around 40 hours a week, as the scanner immediately shows whether the right product has been picked and whether all products have been collected. And if something goes wrong anyway, you can always trace the point of error and take the necessary steps to avoid it next time."

Stefan Smulders, manager of product development of Horesca Smulders



Making life easier for our clients

*Code right:
The Reflex 3000 source code
contains more than one
million lines!*

ReflexSystems is always working on new ways to improve their existing software and to develop new products that will offer customers practical support for their working processes. Legislation and regulations also play an important role in product development: To ensure compliance with the tracking and tracing requirements of the General Food Law, the Reflex 3000 system was provided with a special, dedicated module.

```

with w_UBIExport
.CreateReader
.StartBatchGroup "Routes", True
.RaiseEvent ProgressInit(0, Value.TotalRecords)
Value.IndexNumber = 0
Value.FieldValue("Name") = 0
Value.GetFirst
Do While Value.Status = 0
  Teller = Teller + 1
  RaiseEvent ProgressChange(Teller)
  .StartBatchSubGroup "RouteRecord"
  .AddItem "Status", Value.FieldValue("Status")
  .AddItem "Name", Value.FieldValue("Name")
  .AddItem "Omschrijving", Value.FieldValue("Omschrijving")
  .AddItem "StartTijd", TimeToString(Value.FieldValue("StartTijd"))
  .EndBatchSubGroup
  Value.GetNext
Loop
.RaiseEvent ProgressReady
End With
    
```

ReflexSystems added a special Internet order module to the package for customers wanting to introduce the option of online ordering. Another useful system enables paperless order picking with wireless RF terminals – a pulse terminal coupled to a finger bar code scanner that enables hands-free operation. The point of departure is always: What is the best way to work with the system in the practice? That, after all, is what it is all about. We, at ReflexSystems, design all our software ourselves, because it is strategically important for us to have all the knowledge in-house. That way we can serve you in the best possible way.

*Weighing print for the Flex 3000 CT,
designed by ourselves*



“You can’t help noticing that the system was designed by people who know the practice.”

“As soon as you start working with Reflex 3000, you will notice that the system was designed by butchers; that is to say, by people who know the practice of the food industry. They understand that you should be able to survey a customer’s history in a flash, and that you need to take out the packing list with a single push of a button. I therefore fully agree with the claim, “ReflexSystems reflects reality.” Peter Pruim, Works and System Manager of the Fresh Centre Almere, is enthusiastic about Reflex 3000: “When we started to automate approximately 15 years ago, we soon found ourselves working with ReflexSystems. I immediately trusted their system, because I knew that the designers themselves came from the practice of the butcher’s shop. So it wasn’t hard to make a choice and I have never regretted it since. The Fresh Centre Almere would be completely lost without Reflex 3000.” Pruim adds that “the whole company runs on it. And the best feature of the package is that there are modules available for all the different departments, and they can all be linked up without a problem. Another major advantage is the absence of breakdowns: The system is anything but sensitive to failure. We hardly ever have problems; which is critical in our sector, as we work with fresh products on a daily basis. Everything has to be quick-quick; we simply cannot afford our system to breakdown for a couple of hours,” says Pruim.



Peter Pruim, works manager Fresh centre Almere.

Service focused on the practice

In addition to the high quality, the user-friendliness and the sound price-quality ratio, service is becoming an increasingly important element in ReflexSystems’s pursuit to distinguish itself from its competitors. Service is as important for us as it is for you, because it is the most effective way of enhancing the quality level of both the products and the software. Consequently, new modules of Reflex 3000 are routinely released based on your wishes, experience and requirements. As always, those new releases are invariably designed to deliver the best possible performance in practice. To avoid problems in the working processes, all new products and systems are extensively tested; for example, in pre-releases in which we simulate the actual practice in the customer’s company.

Professional helpdesk

Slasoft has a professional helpdesk to answer all your questions and problems. The helpdesk is continuously updated with the all relevant information on the supplied equipment and software and is able, in most instances, to provide solutions by telephone. Where this is not possible, one of our technicians will visit you as soon as possible to resolve the issue. ReflexSystems understands how important this is for your company; after all, any hardware or software related problem could result in an operational standstill, which is something that must be avoided at all costs. If you have any problems that need prompt attention, please do not hesitate to contact one of our consultants.



The helpdesk offers immediate solutions by telephone.

