



Wind Things Up With Reelcraft

Nordic / Reelcraft Consolidation

Reelcraft Industries, Inc. has completed the consolidation of Nordic Systems operations into Reelcraft's Columbia City, Indiana facility. Reelcraft and Nordic have been part of the same organization since 1991 with manufacturing being conducted separately. Reelcraft is well known for the production of high volumes of quality small frame standard reels with Nordic being very well versed in large frame customized products.

The goal of merging the two operations is to seamlessly build a highly efficient and effective organization that excels in the quality, delivery and design of hose, cord and cable reels offering the broadest range of products on the market.

The physical move of manufacturing processes is now complete and fully functional from the newly expanded Columbia City plant.

The benefits of this change to you are:

- Reelcraft's ISO 9001:2000 quality system and our focus on quality products
- Improved Delivery Systems
- Operational efficiency for future cost containment
- Streamlined customer service
- Larger support organization for sales and service
- Greater Engineering resources

If you should have any concerns at all please feel free to contact us at 1-800-444-3134.

I thank you for your continued business as we grow together.

Regards,

Walt Sterneman
President

Reels designed for industrial, agricultural, automotive and petroleum applications.