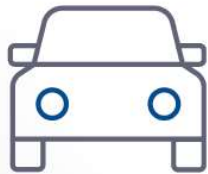
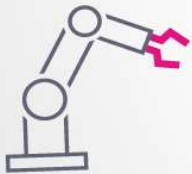




RECA Group Conference 2023

Produkt *Product*



www.reca.com



STRONG BRANDS - STRONG PRODUCTS





Power Product strategy



12 Power Product Gruppen

12 power product groups

- RECA Branding
 - überzeugende Qualität / top quality
 - Alleinstellungsmerkmal / unique selling point
 - Kernkompetenz / core competency
 - Branchenunabhängig / Industry-independent
 - Verbrauchsartikel / consumables
 - hoher Rohertrag / high gross profit
-
- 37% PP-Anteil in der BU Handwerk / 37% PP-share BU skilled trades



Breites Sortiment broad product range



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Top Products

Tip Top Spiral-, Stufenbohrer / twist-, step drills



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Umsatz im 1. Monat: 450.000€
Sales in the 1st month: 450.000€



Normfest



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75
Jahre
NORMFEST

Seit 1948 / Since 1948

Innovation / Innovation

Qualität / Quality

Eigenmarke / Private label

STRONG BRANDS - STRONG PRODUCTS

24.10.2023

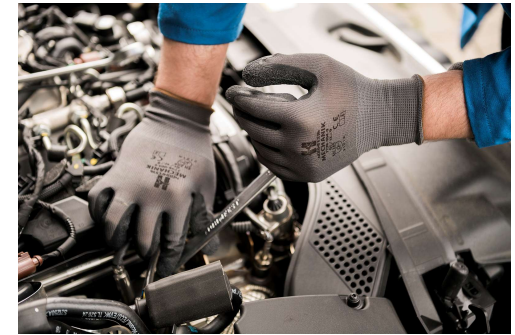
Chemie / Chemical products



Werkzeug / Tool



Schutzausrüstung / Protective equipment



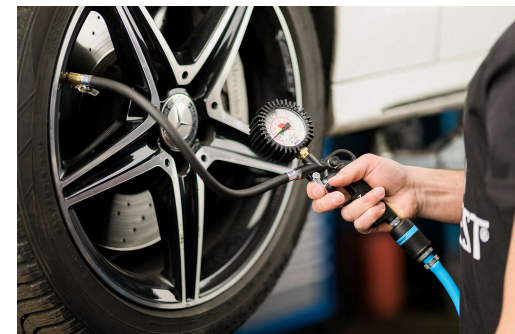
Lampen / Lights



Elektrowerkzeug / Power tool



Druckluftwerkzeug / Pneumatic tool





Normfest Protect

Schütze DICH und die UMWELT – Protection for YOU and the ENVIRONMENT



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Innovativ / Innovativ

Zukunftsweisend /
Trendsetting

Gut für DICH /
Protection for the user

Gut für die Umwelt /
Good for the environment





PRODUCT RANGE SPECIALIST FOR TRUCK

OVER 30.000 ARTICLES TO MEET THE DAILY NEEDS OF OUR CUSTOMERS



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STRONG BRANDS - STRONG PRODUCTS

24.10.2023



PRODUCT RANGE SPECIALIST FOR TRUCK

WHAT STANDS FOR CARGO?



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COMPONENTI PER AUTOCARRI (rimorchi) COMPONENTS FOR TRUCKS (trailers)



STRONG BRANDS - STRONG PRODUCTS

24.10.2023

10

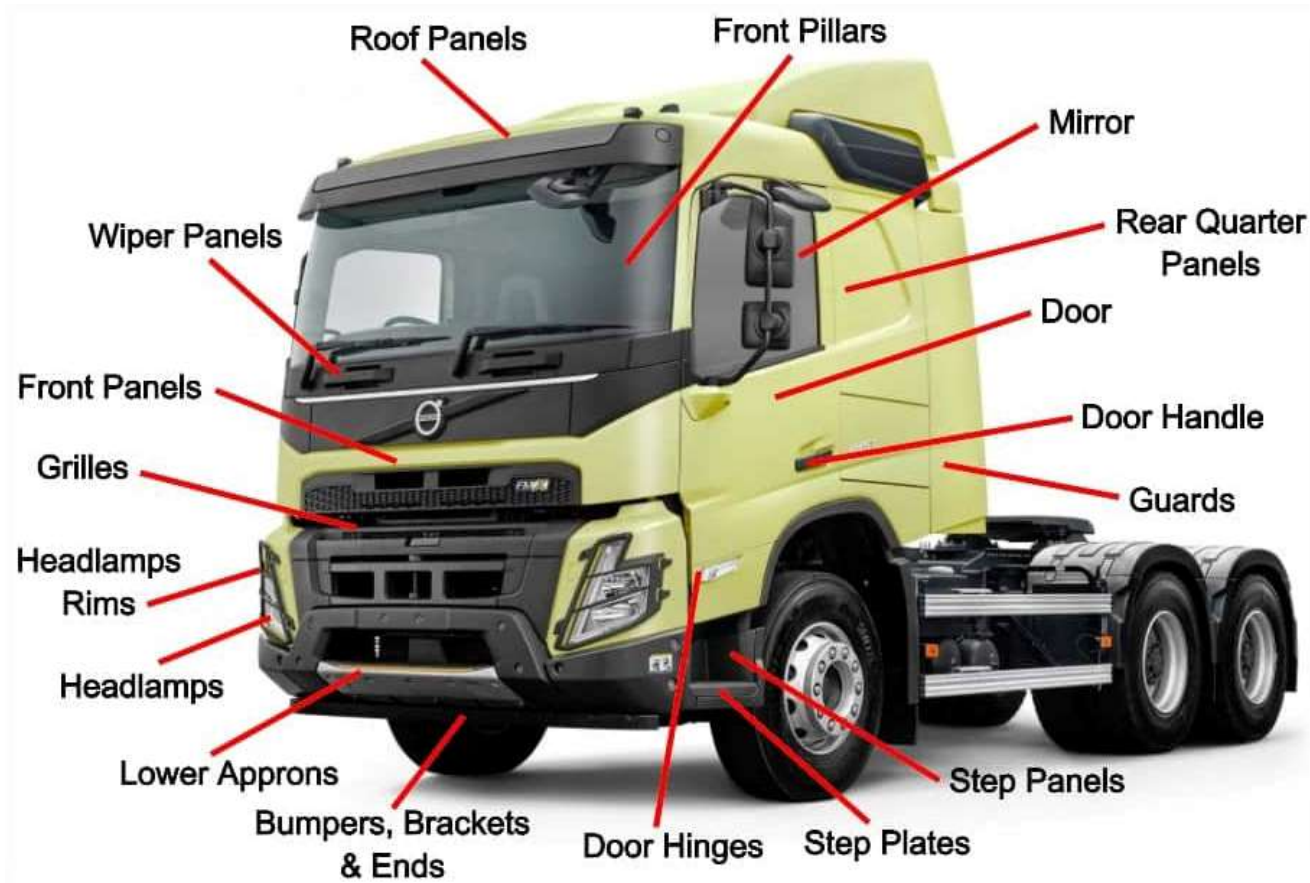


PRODUCT RANGE SPECIALIST FOR TRUCK

WHAT STANDS FOR CARGO?



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**STRONG BRANDS
STRONG PRODUCTS**