



# VKF Renzel

COMPANY OVERVIEW



This is us!

## Through the ages

Since VKF Renzel was founded in 1985 it has been by its customers' sides with competence and experience across the whole spectrum of sales promotion.

As an active international concern we deal on a daily basis with new market requirements and offer innovative and creative solutions.

We guarantee a high quality standard. This applies to the material as well as handling, processes and environmental protection.

Discover the versatility of our production capabilities.

We are happy to look at your requirements and find a suitable solution to implement for you.

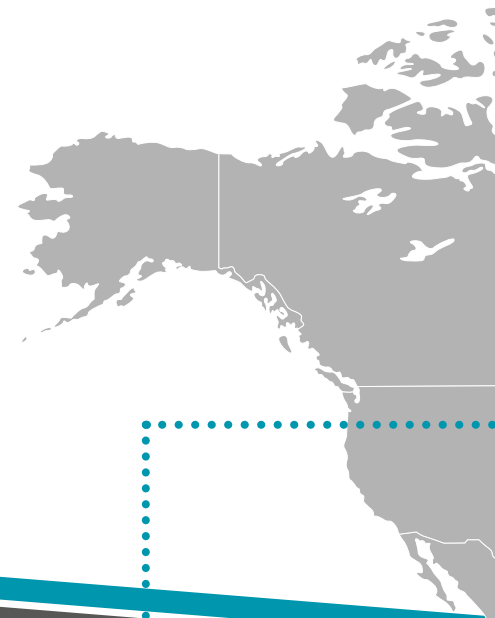




## Mission Statement

- Quality of products and processes
- Flexibility, service and speed in order processing
- To create and sustain trust with customers, partners and staff
- Training in various careers
- Modern and future-orientated production and logistics
- International focus
- Innovation in product development
- Personal responsibility of staff





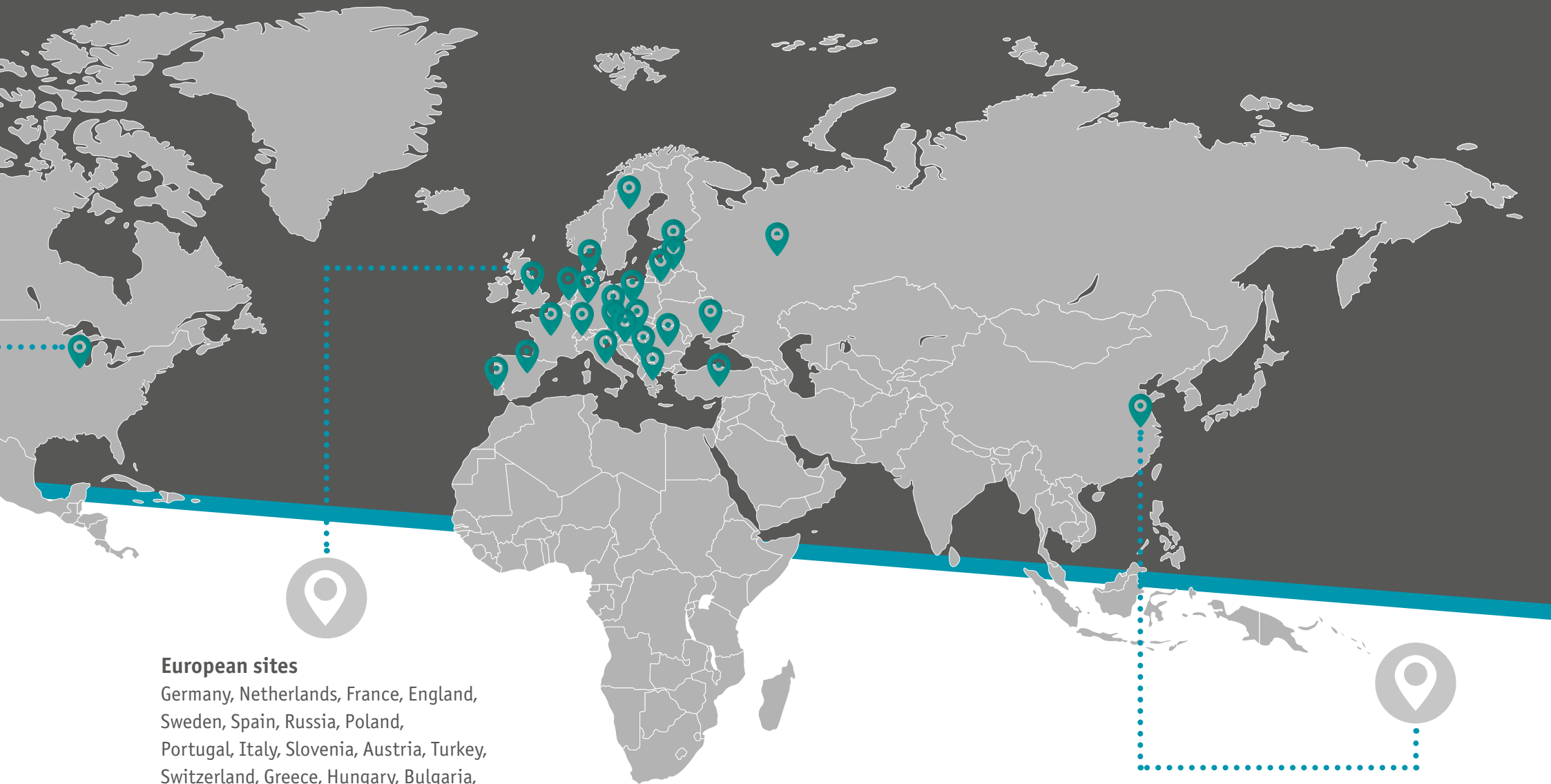
Networked worldwide!

## Our locations

Within the VKF Group we have production sites, daughter companies and partner companies reaching from the USA, across Europe to China.



**USA site**  
Crown Point  
Indiana



**European sites**

Germany, Netherlands, France, England,  
Sweden, Spain, Russia, Poland,  
Portugal, Italy, Slovenia, Austria, Turkey,  
Switzerland, Greece, Hungary, Bulgaria,  
Czech Republic, Ukraine, Estonia, Latvia,  
Lithuania, Denmark, Macedonia

**Chinese site**  
Wuxi  
Jiangu



From the idea to the finished products!

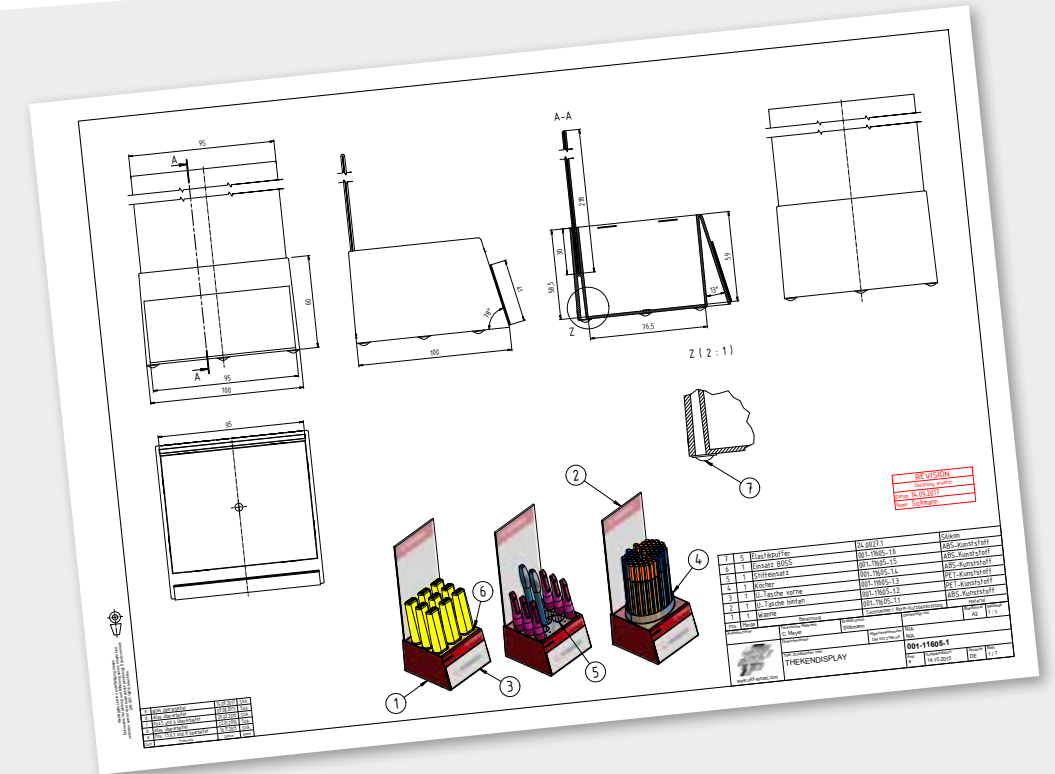
## Product development and design

We start the search for a solution as soon as we receive your enquiry. Your customer adviser will be in close contact with our product designers. The first phase of the creative process is brainstorming. The ideas are put on paper in the form of product sketches and discussed with you.

Then follows the technical planning with the help of CAD technology. To better visualise the products we create virtual models which contain all the details for later production.

In the next step we create prototypes in which the models are mostly made using 3D printing. At this stage the finished look of the product can be recognised. The prototype serves as the final product control. Final changes and amendments can be made with the help of the model. On approval the model, among other things, will be used for in-house tool production to guarantee a smooth production process.







Be transparent

## Plastics processing

Over time plastics have become an accepted addition to the traditional materials such as wood, stone or glass. We turn plastics in to displays and products for various applications, from standard items to bespoke solutions.

**Plastics have the following advantages over other materials:**

- low weight
- corrosion resistant
- long lifespan





Shaping plastics!

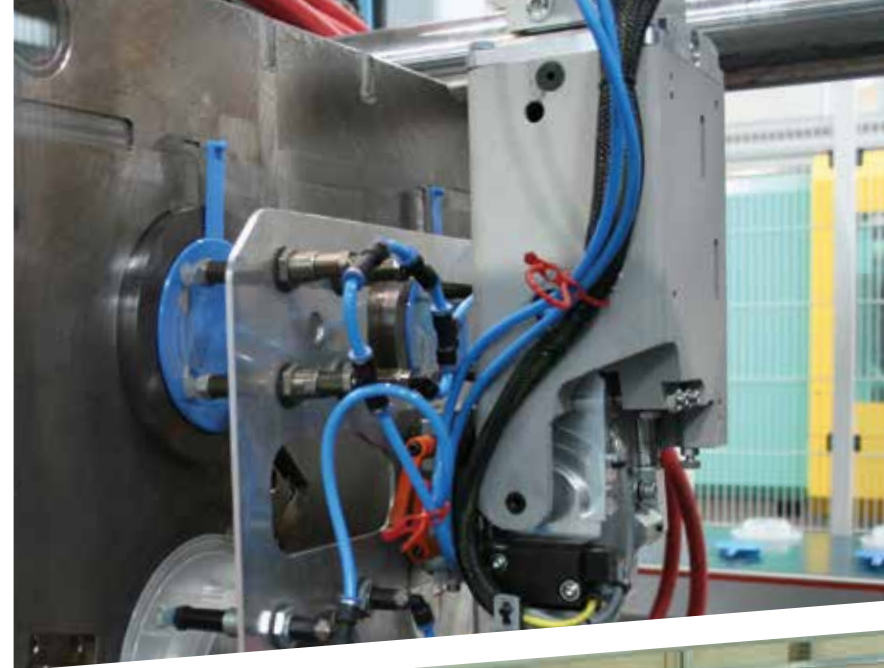
## Injection moulding

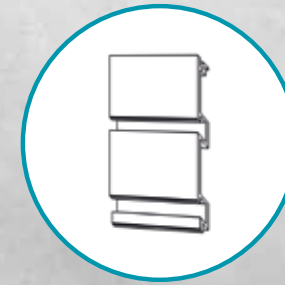
Through the injection moulding process, cost-effective, directly useable parts can be manufactured in large quantities. The plastic is liquified and injected under pressure in to a tool or mould. In the tool the material cools and becomes solid. After opening the tool the finished product can be removed.

We currently have over 300 tools available to us to make products such as poster frames, leaflet boxes, clips, shelf dividers or shopping baskets.

In injection moulding machines with a closing force of between 250 kN and 4200 kN, thermoplastics are converted using single and multiple component processes to parts with an individual weight of up to 1936 g.







More than just a profile!

## Extrusion

Through the extrusion process plastics can theoretically be manufactured in endless lengths. For this plastic is continuously heated and melted. It is then forced through a profile opening in a tool to create the required shape. Once cooled semi-finished items such as profiles, panels or sheets remain. Currently we keep over 300 different scanner profile types in stock. As well as scanner profiles, our FlexiSlot product range is also manufactured using extrusion technology.

The modular plastic slatwall system offers near endless possibilities for product display. Alongside our wide standard range we can also react to customer specific requests in our in-house production.





Working under pressure? Not always!

## Vacuum forming / thermoforming

In vacuum or thermoforming, heated plastic is drawn by a vacuum in to a negative mould of the product. Firstly the plastic semi-finished product is fixed around the edges and with the aid of heater elements it is heated to a softening temperature.

Then a shaped tool is placed against the panel and a vacuum created between the two by air channels in the tool. When cooled the material returns to a rigid state.







## Natural promotion! Wood processing

In contrast to plastics is the naturally occurring raw material wood. To be able to offer alternative materials we also process wood.

Displays in wood give modern POS a high quality, natural appearance.

In combination with other materials such as metal or acrylic, displays are created which have that certain something. As well as sawing and planing we work with CNC routers. The products are finished in our print workshop.





**Tough but adaptable!**

## Metal processing

In metal processing we use semi-finished parts in aluminium, steel and stainless steel. These are worked on in the different production areas to create a finished product.

Finishing techniques such as lasering, stamping, chamfering, forming and welding are used. The surfaces of the finished products are refined with processes such as powder coating, galvanising, chrome plating or anodising. Our machinery is maintained to the newest level of technology.

Alongside a large selection of our standard products we produce customised displays in particular for use in the area of product and information presentation. Despite daily exposure our product holders in metal offer a lifelong application at the point of sale.







Our lightweight!

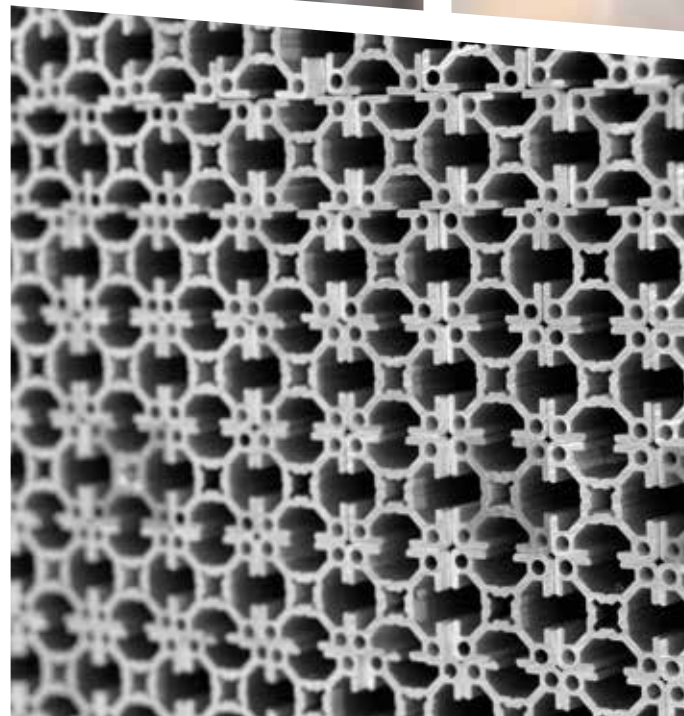
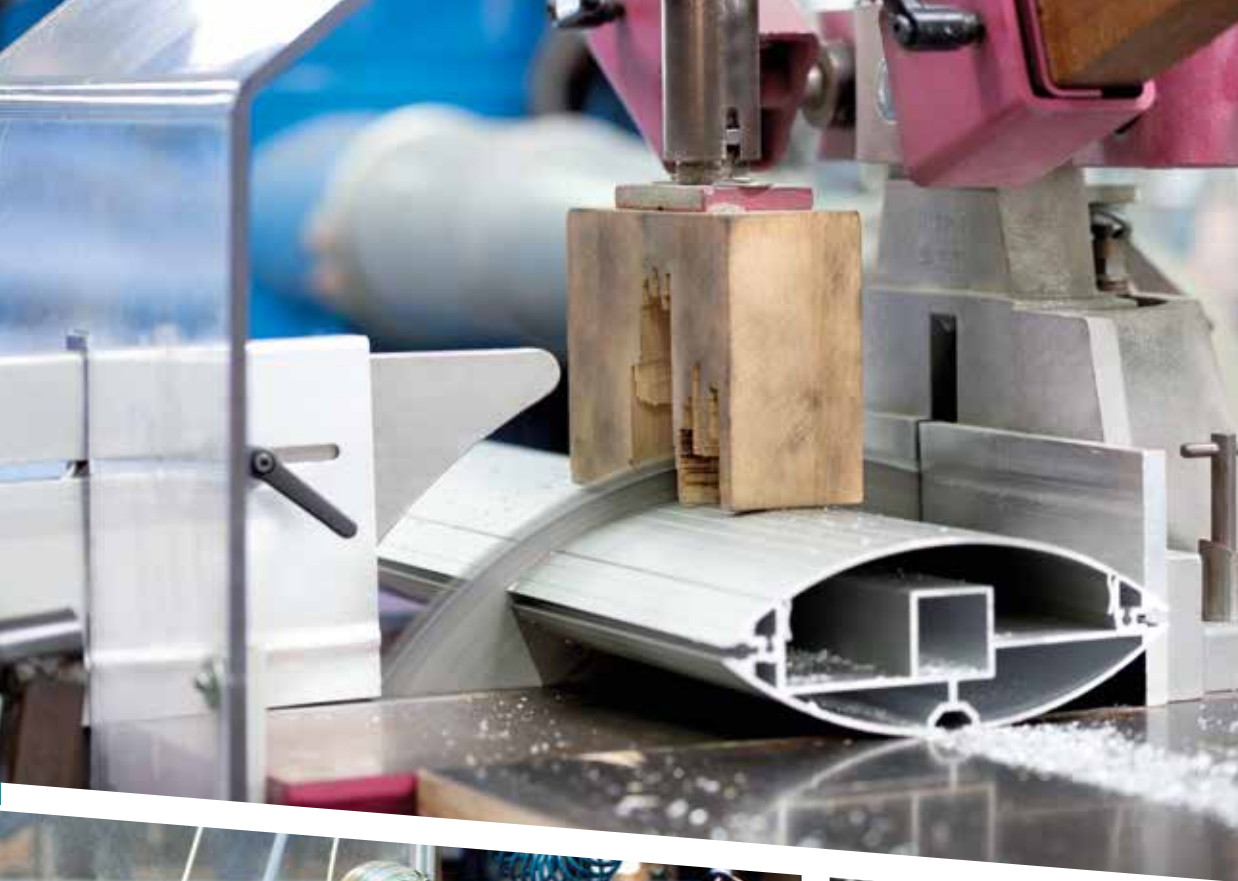
## Aluminium processing

Aluminium belongs to the light metals group. Despite its low weight it is very rigid. This characteristic as well as a stylish look make it the ideal material for displays to place in the most different of areas.

Thanks to our own production site we can rework standard items or offer completely new ones.

### Processes:

- Extruding
- Powder coating and anodising
- Sawing
- Lasering
- Milling
- Stamping





## For the finishing touch!

# Print and finishing

In our print workshop nearly all products can be finished with a customised print such as your logo or promotion. To be able to supply the right finishing process for every material and every application we offer the following options:

### Process:

- Screen printing
- Digital printing
- Transfer printing
- Pad printing
- Textile printing
- Embroidery
- Offset printing
- Engraving
- Etching







A sign of the times!

## Electric + digital signage + electronic price labels

Electricity can no longer be dismissed from modern POS. Customers' attention is more often attracted by the use of light and moving pictures.

Digital info columns serve to direct customers and answer some of their questions interactively. Modern and energy saving LED technology offers us many possibilities and increasingly influences our production and products.

Products on a shelf are highlighted with various types of illumination. Electronic price labels guarantee current pricing and offer the customer useful additional information.





Your products at the right time in the right place

## Assembly and logistics

In our logistics centre we store, manage, pick and pack in an area of 6000 m<sup>2</sup>. We offer services such as assembly, distribution or storage and guarantee a customer-friendly despatch.

The fully automated and paper-free picking process promotes sustainability and offers quicker picking times leading to a quicker despatch of products.

We despatch worldwide via freight forwarders and couriers.

As an additional service we offer express, overnight and Saturday deliveries.





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## Buy online

# Online shop

At [www.vkf-renzel.com](http://www.vkf-renzel.com) the whole range of sales promotion is available. Choose from over 17000 different standard products and order easily online - 24 hours a day, 7 days a week.

Benefit from great availability and pack quantities. Even for small quantities we can customise standard products with your logo. In addition we plan, visualise and produce bespoke

displays according to your requirements and for any application.

Prefer to have personalised assistance?

Our sales advisers in the office and in the field will be happy to assist you by phone or on site.



# VKF Renzel

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