

Celco expands as it celebrates thirty years in business



Ted Reeser, President of Celco

MISSISSAUGA—Celco is a foodservice distributor with a difference. Many distributors are regional players that try to sell many lines of products to a relatively small population base, competing primarily on price. "Celco has a different approach," says President Ted Reeser.

"By being national in scope and representing a smaller number of relatively sophisticated product lines, we believe that we can offer in-depth knowledge, and add value for our customers. For thirty years we have proved our ability to bring top quality products and service to the customer experience. While we understand the need to be price-competitive, we also know that the best value is not necessarily the absolute lowest price in every instance."

With knowledgeable representatives across the country, Celco provides premium-quality lines like Amana, Celcold, Electrolux, Nieco and Silver King to a wide variety of companies in commercial food service markets. In addition to its proprietary health care system, Celco supplies equipment to virtually every major chain in the country, from donut shops to fine dining, as well as to restaurants, schools, universities, hotels, retail stores, and government institutions.

Extensive Inventory of Equipment and Replacement Parts

Contrary to the "just in time" inventory policy so popular among many of today's firms, Celco carries an extensive inventory of equipment and spare parts in several Canadian centres. "While

some of our custom made equipment is obviously subject to a lead time, customers won't find that much needed equipment takes days to travel across the country, or that crucial replacement parts are held up in customs," Reeser says.

Celco has a nationwide service network with access to critical spare parts. The Mississauga warehouse stocks a complete parts inventory, with the result that less critical, but nevertheless important parts can be virtually anywhere in the country on a next-day basis. Just as Celco's full time Food Applications Consultant is available to support chefs and food service directors, its Field Service Director co-ordinates the 300-plus strong service network.

Positioned for Growth in its Second Thirty Years

Started thirty years ago, Celco was already a successful, well-regarded company when Reeser left a career as a financial executive with public companies to purchase it three and a half years ago.

Many of the key people who helped build up the company are still there. National Sales Manager Walter Rosizky, Field Service Director Frank Berzinis, Operations Manager Len Hughes, and Business Administrator Barbara Daye have all been with the company for approximately fifteen years.

As the new owner, Reeser wanted to invest for the future to support the great people already on staff. Under his watch, Celco has added even more highly qualified staff, some outstanding new regional sales representatives, and a fifth business line — Electrolux, with its pasta-cooking machines, high-performance ware washing equipment, and cook/chill combi system. Although it is new to North America, this well-regarded line is the largest line of commercial food equipment in the world, and complements the well-known Amana, Celcold, Nieco and Silver King products.

Service Above All Else

It doesn't matter what the customer buys, whether it's the smallest Amana microwave oven, a Celcold ice cream merchandiser, a Nieco broiler, a Silver King freezer, an Electrolux dishwasher, or the largest combi-oven, Celco takes the same approach. "Celco

people cheerfully go the extra mile for our customers," says Reeser.

Celco has been recognized by many of its manufacturer partners for being among their best service providers worldwide, notwithstanding the difficulties associated with being responsible for servicing multiple lines of equipment in a market area one-and-a-half times the size of the entire United States.

New Facility Almost Triples Size

This spring, Celco will be moving to a new facility at 585 Secretariat Court in Mississauga. At almost 23,000 square feet, the new building is almost triple the size of Celco's premises.

"The new building will have an expanded

showroom, an enhanced testing and demonstration kitchen, as well as an expanded warehouse," says Reeser. "The fully-functional kitchen, complete with hoods and ventilation, provides an appropriate facility to test our customers' menu ideas and to demonstrate all of our lines of equipment. We will also benefit from a larger office area and a much larger warehouse to accommodate our growing customer service staff and ever increasing inventories.

"Celco is a national company that distributes specialty equipment of the highest quality," concludes Reeser. "As we head into our fourth decade, our people take pride in Celco's thirty-year reputation for outstanding integrity and service. We look forward to welcoming our customers — new and old — at our new home."



Back Row (Left to Right): Amy Lee Carroll - Customer Service, Deanne Marsh Parker - Sales Rep Ontario, Lina Hayek - Customer Service Manager, Walter Rosizky - National Sales Manager, Lina Hayek - Customer Service Manager, Helen Mason - Food Applications Consultant, Barbara Daye - Business Administrator.
Front Row (Left to Right): Nigel Scott - Warehouse Supervisor, Paul Lockley - Sales Rep Ontario, Frank Berzinis - Field Service Director, Ted Reeser - President, Len Hughes - Operations Manager, Daniel King - Shipper/Receiver (Absent)

Celco Inc.
FOOD SERVICE EQUIPMENT
www.celco.ca

Celco's Mission is to be the Best Provider of Food Service Equipment from Coast-to-Coast

Celco is a leading Canada-wide distributor of commercial food service equipment. Celco's products offer significantly above-average quality, and Celco adds value by providing customized food consultation services, multiple inventory centres, and rapid access to parts and service, all in every region of Canada.

Celco People Have a Sense of Purpose — Every Day

Celco's people have a common purpose — to provide the best possible customer experience in the industry. Celco cheerfully goes the extra mile without being asked, and strives to get there first. Celco does this for every customer, large or small, every day.

Celco's Financial Goals — It's Long-Term Performance that Counts

Celco strives to achieve superior financial performance over the long term. Celco does not seek short-term growth or profits at the expense of long-term objectives. Celco will maintain the financial strength to weather adversity, and invest for the future.

Celco's Strategies for Success

The Best People — Celco employees will be regarded as the best in the industry. They will be known for their product knowledge, customer focus, and uncompromising integrity.
The Best Products — Celco will distribute products of superior quality, made by manufacturers that share a commitment to the best in customer service. Restricted to a limited number

of product lines, Celco people will remain knowledgeable and focused.

The Best Markets — Celco will seek out niche markets where there is a demonstrable need for higher value products and services. While recognizing the need for competitive prices, Celco will minimize its exposure to markets where success can only be achieved through the lowest price.

The Best Execution — Celco will be known for superior execution in everything it does from on-time delivery, to service response time, to accurate paperwork. Celco understands that long-term success is built one activity at a time.

Monitoring and Control — While remaining focused on the long term, Celco will continuously monitor progress against annual budgets and performance targets. While we will be our most demanding critics, we will celebrate our success.

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