



# RetailerCatalog



classic designs  
rugged durability

garden hose reels

air hose reels

power wash hose reels





## For us, it's all about dependability.

### OUR MIDWESTERN, SMALL-TOWN ROOTS DEFINE OUR BUSINESS PRACTICES

We think it's important to know a little bit about who you're doing business with. Here in Nebraska, where livelihoods rely on steadfast equipment performance, we learned first-hand the value of being able to depend on quality tools, equipment and service.

We believe our customers should experience that same level of satisfaction from the products and service we provide. Building on this principle is the reason Rapid Reel<sup>®</sup> has grown into one of the most recognized and respected hose reel brands in North America.

If this sounds like the kind of company you'd like to do business with, then we would welcome an opportunity to serve your hose reel needs.



# “Iamfloored!”

WE DELIGHT IN SURPRISING CUSTOMERS WITH OUR OVER-THE-TOP SUPPORT. YOU CAN TAKE SOLICE IN KNOWING THAT WE'RE HERE TO KEEP YOU AND YOUR CUSTOMERS HAPPY LONG AFTER THE SALE IS MADE.

“Iamnotjustimpressed,Iamfloored!!!Youhavemanagedto impressoneofthehardesttoplease,pickiest,product perfectionistsinthemarketplace!!!Iboughtyourreelbecauseof thequalityofmanufacturingthatwentintotheproduct;itbeats anyotherreelonthemarket.Butyouwentonefurtherandbeat yourownproductwithyourservice!!!Yourcompetitionneedsto worrybigtimeonhowtheycanmatchthatkindofservice!”

**CRAIG D.** Renton, WA

## BeyondMyWildestExpectations!

“Thankyouforthewonderfulcustomerservice.Itwentfar beyondmywildestexpectations.IfndthatIwasmerelya customerbeforeyourinterventionandnowI'macustomer forlifeandwillprobablybecomeaRapidReevangelist. Youhaveturnedaproblemofmineintoagoodexperience andIcertainlyappreciateit.Thanksagain.”

**LESLIE T.** Cross Junction, VA

## BestServiceinmy74Years!

“Thankyousomuchforyourgreatcustomerservice.Ihave alreadywrittentothetailortotellthemwhatagreatCustomer ServiceDepartmentyourun.Ihaveneverexperiencedsuch serviceinmy74yearsofdealingwithmanufacturers.Keepup thegoodworkANDTHANKYOUFORALLYOURHELP.”

**GERRY G.** Yarmouth Port, MA

## TheWayItsSupposeToBe!

Thankyouformakingthissoeasy.Iknowthisistheway customerserviceis"supposed"towork,butit'snonetheless surprisinganddelightfulwhenitdoes.Thanksforyourhelp.

**JOHNE..** Oklahoma City, OK

“ThankyouverymuchIappreciateyourtimelyresponse.Ido constructionplanningandregularlyrecommendarpurchase productsforclients.Theexcellentelevelofsupportformy personalproductcombinedwiththesuperioroverallqualityof yourproductwilldefinitelyimpactfuturepurchasingdecisions andrecommendationstoclients.”

**EVAN F.** Roslyn Estates, NY

## Incredible!

Pleasetellthebrainsofyourcompanythat beingabletotalktoalivepersonquicklyis incredible.Keepupthegoodwork!

**Mrs. RICHARD H.** Congers, NY

## WordsFailMe!

“Wordsfailme,excepttosaythankyou. I don'tknowhowwillseethismessage orwhateffectitmighthave,butkudosto RapidReelforconsiderateservice.”

**ERNESTE.** Sarasota, FL

“WOW.....AllIcansayiswow....whata wonderfulwaytotreatyourcustomers. Thiswasbeyondmywildestdreams. Youhaveacustomerforlifehere!!!One ofthesedaystplantobuyoneofyour4 wheelers!Theylookawesome.”

**COLIN H.** Ann Arbor, MI

MeetLisa,oneofour customercare professionals.With RapidReel,youand yourcustomerswill alwaysexperience Midwesternhospitality atitsbest.



## OthersShouldTakeNote!

Thankyouverymuch!Othercompanies needtoreviewyourpolicies,because THISisCustomerService!!

**RANDY D.** Clive, IA

“Thankssomuchforyourprompt attentionandexpertadvice..Ireally appreciateit.YouaretheTRUE DEFINITIONofCustomerService!”

**STAN S.** Jasper, IN

# 100ft. Air Hose Reel

## Model AR134-RR

A practical, reliable and affordable solution for air hose management. Ideal for the garage or workshop, this versatile manual rewind design features a full-palm grip, free-spin crank handle and delivers years of trouble-free, smooth operation. Made from rugged steel construction, it installs quickly and easily to walls, work benches or other solid surfaces.

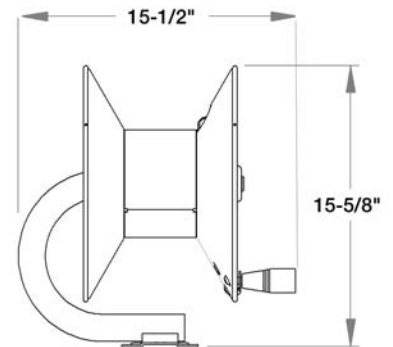
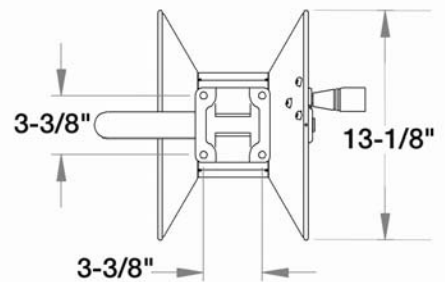
100ft. hose  
sold separately.



### SPECIFICATIONS

Construction.....	Steel
3/8" ID capacity*.....	100 feet
Maximum Temperature.....	150°F
Maximum Pressure.....	300 PSI
Color.....	Black
Finish.....	Powder Coat
Ship weight.....	14 lbs.
Warranty.....	3 years
UPC Code.....	701600001571

\*Capacities may vary depending on hose brand and style.



All brass 3/8" full flow swivel is equipped with a 1/4" NPT female port. Patented design features smooth-action ball bearings.



Rugged, built-in base plate makes installation quick and easy. Four mounting holes are spaced 3- 3/8" on center.



The reel comes equipped with a 3ft. x 3/8" in. hose which features synthetic spiral reinforcement and 1/4" NPT brass threads.



Retail package weighs 14 lbs. and measures 16" H x 12" D x 9-3/4" W

# 100ft. Power Wash Hose Reel



100ft. hose not included.

## Model PW134-RR

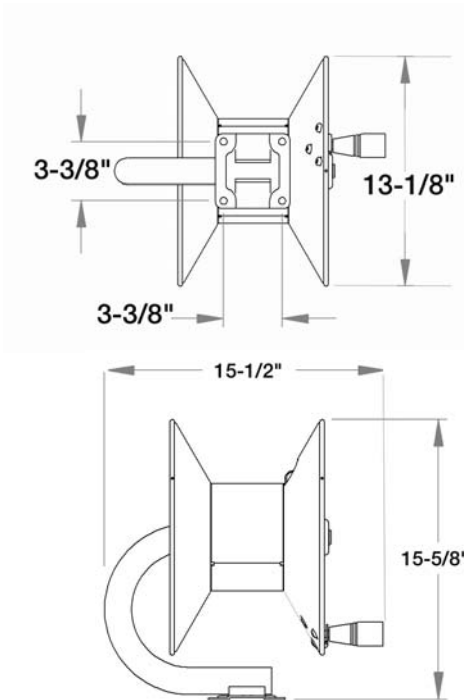
Ideal for the garage or workshop, this versatile manual rewind design features a full-palm grip, free-spin crank handle and delivers years of trouble-free, smooth operation. It's made from rugged metal construction and features a durable, weather-resistant powder coat finish.

**NOTE:** An inlet hose, used to connect the reel to the power washer, is not included due to the wide range of consumer preferences in hose types.

### SPECIFICATIONS

Construction.....	Steel
3/8" ID capacity*.....	100 feet
Maximum Temperature.....	250°F
Maximum Pressure.....	4500 PSI
Color.....	Black
Finish.....	Powder Coat
Ship weight.....	14 lbs.
Warranty.....	1 year
UPCC Code.....	701600001748

\*Capacities may vary depending on hose brand and style.



This 3/8" swivel is equipped with a stainless steel rotor and brass housing to handle pressure spikes and harsh chemicals. Inlet hose not included.



Rugged, built-in base plate makes installation quick and easy. Four mounting holes are spaced 3- 3/8" on center.



Riding on a solid steel shaft, this free-spinning crank handle features a comfortable, full-palm grip and is virtually unbreakable.



Retail package weighs 14 lbs. and measures 16" H x 12" D x 9-3/4" W

# Side-Wall Garden Hose Reel

## Model GH164-PL

This model pulls the hose out parallel to (alongside) the wall, making it ideal for sidewall mountings. Made from rugged, die-cast aluminum, smooth-spin axle bushings, stainless hardware and brass components: there is nothing on there to rust or corrode... making it ideal for humid or salt-air environments. It features a full-palm grip, free-spin crank handle and a durable powder coat finish that keeps the reel looking attractive for years.



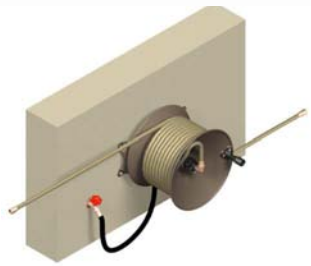
Hose and spray nozzle not included.

**10 YEAR**  
• No Leak  
• No Rust  
• No Break  
**Guarantee!**

### SPECIFICATIONS

Construction.....	Rust-proof, die-cast aluminum
5/8" ID capacity*.....	150 feet
3/4" ID capacity*.....	100 feet
Maximum Temperature.....	140°F
Maximum Pressure.....	150 PSI
Color.....	Bronze
Finish.....	Powder Coat
Ship weight.....	16 lbs.
Warranty.....	10 years
UPC Code.....	701600007900

\*Capacities may vary depending on hose brand and style.



Hose will pull to the left of the top of the reel, and to the right of the bottom of the reel.



With mounting holes spaced 16" on center, the reel comes equipped with stainless steel lag screws and anchor bolts for easy mounting to either masonry or wood surfaces.



The revolutionary design of four patented, all-brass swivel is guaranteed to provide leak-free performance for 10 years!



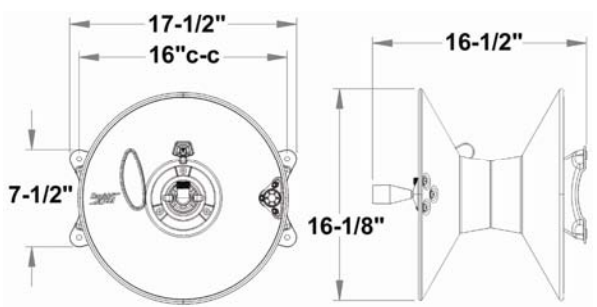
Used to attach the reel to the faucet, this 4ft. x 5/8" hose features crushproof brass fittings and weather-resistant rubber with reinforced spirals synthetic yarn.



Retail package weighs 14 lbs. and measures 18-3/4" H x 9" D x 19-1/2" W.



The GH164-PL is also available in a 3-pack case to minimize FedEx freight costs.



# Front/Back-Wall Garden Hose Reel

## Model GH164-PD

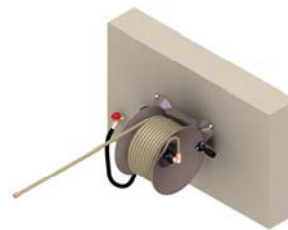
This model pulls the hose out perpendicular to (away from) the wall, making it ideal for front or back wall mountings. Made from rugged, die-cast aluminum, smooth-spin axle bushings, stainless hardware and brass components: there is nothing on there for rust or corrode... making it ideal for humid or salt-air environments. It features a full-palm grip, free-spin crank handle and a durable powder coat finish that keeps it looking attractive for years.



Hose and spray nozzle not included.

### SPECIFICATIONS

Construction.....	Rust-proof, die-cast aluminum
5/8" ID capacity*.....	150 feet
3/4" ID capacity*.....	100 feet
Maximum Temperature.....	140°F
Maximum Pressure.....	150 PSI
Color.....	Bronze
Finish.....	Powder Coat
Ship weight.....	18 lbs.
Warranty.....	10 years
UPCC Code .....	701600007955



The hose pulls out perpendicular, or straight away from the wall.

**10 YEAR**  
 • No Leak  
 • No Rust  
 • No Break  
**Guarantee!**



The model GH164-PD was awarded the **National Home Gardening Club** Member Tested and Recommended Seal after 100% of the test members approved of the product. Overall rating was 8.5 out of 10. See all reviews and test results at [www.rapidreel.com](http://www.rapidreel.com).



Retail package weighs 15 lbs. and measures 18-1/4" H x 17-1/2" W x 13-3/8" D

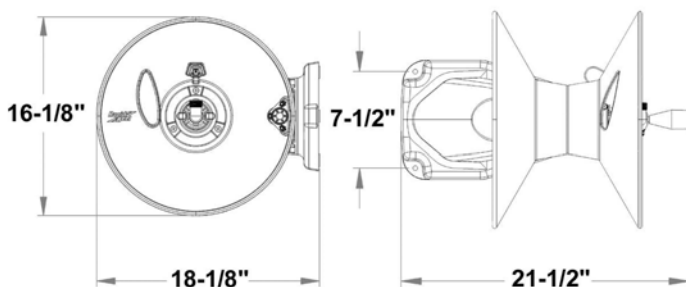


The GH164-PD is also available in a 3-pack case to minimize FedEx freight costs.

With mounting holes spaced 16" on center, thereel comes equipped with stainless steel lagscrews and anchor bolts for easy mounting to either masonry or wood surfaces.



The revolutionary design of our patented, all-brass swivel is guaranteed to provide leak-free performance for 10 years!



Used to attach thereel to the faucet, this 4 ft. x 5/8" hose features crush proof brass fittings and weather resistant rubber with reinforced spirals synthetic yarn.



# 2-Wheeled Garden Hose Cart Reel

## Model GH164-CT

Portability with style. Solid "no-tip" stability allows the drum to be elevated to a comfortable rewinding height. Made from rugged, die-cast aluminum, smooth-spin axle bushings, stainless hardware and brass components: there is nothing on there to rust or corrode... making it ideal for humid or salt-air environments. It features a full-palm grip, free-spin crank handle and a durable powder coat finish that keeps the reel looking attractive for years.

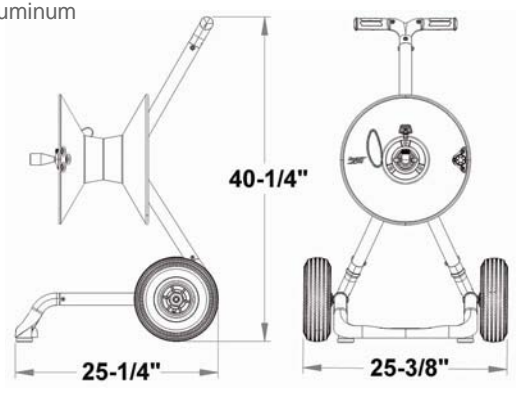


*Hose and spray nozzle not included.*

### SPECIFICATIONS

Construction.....	Rust-proof, die-cast aluminum
5/8" ID capacity*.....	150 feet
3/4" ID capacity*.....	100 feet
Maximum Temperature.....	140°F
Maximum Pressure.....	150 PSI
Color.....	Bronze
Finish.....	Powder Coat
Ship weight.....	33 lbs.
Warranty.....	10 years
UPCC Code.....	701600007948

\*Capacities may vary depending on hose brand and style.



**10 YEAR**  
• No Leak  
• No Rust  
• No Break  
**Guarantee!**



The revolutionary design of our patented, all-brass swivel is guaranteed to provide leak-free performance for 10 years!



The cart not only can turn on a dime, but the dual grip handle bar along with flat-free tires and balanced design means it can maneuver over rough terrain and soft soil with ease.



Used to attach the reel to the faucet, this 4 ft. x 5/8" hose features crush proof brass fittings and weather resistant rubber with reinforced spiral synthetic yarn.



### FLAT-FREE TIRES

Rugged, 10" all-terrain tires feature a knobby tread design and a light-weight, yet durable foam filling. Never a flat or flats or over-inflation.



Retail package weighs 30 lbs. and measures 20-7/8" H x 20-1/2" W x 11-1/8"



The GH164-CT is also available in a 2-pack case to minimize FedEx freight costs.

# 4-Wheeled Garden Hose Wagon Reel

## Model GH168-WG

Ideal for acreages, commercial properties or other expansive areas that require large capacity and portability. Solid "no-tip" stability. Made from rugged, die-cast aluminum, smooth-spin axle bushings, stainless hardware and brass components: there is nothing on there yet to rust or corrode... making it ideal for humid or salt-air environments. It features a full-palm grip, free-spin crank handle and a durable powder coat finish that keeps the reel looking attractive for years.

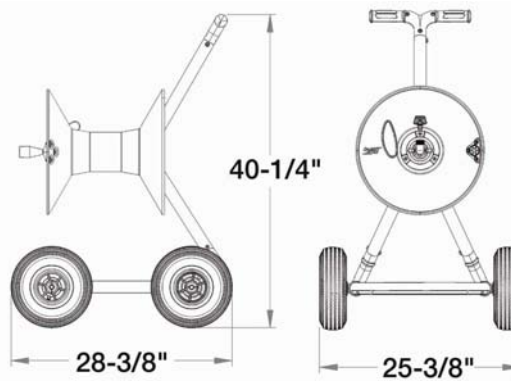


Hose and spray nozzle not included.

### SPECIFICATIONS

Construction.....	Rust-proof, die-cast aluminum
5/8" ID capacity*.....	225 feet
3/4" ID capacity*.....	175 feet
Maximum Temperature.....	140°F
Maximum Pressure.....	150 PSI
Color.....	Bronze
Finish.....	Powder Coat
Ship weight.....	39 lbs.
Warranty.....	10 years
UPCC Code.....	701600007917

\*Capacities may vary depending on hose brand and style.



**10 YEAR**  
 • No Leak  
 • No Rust  
 • No Break  
**Guarantee!**



### FLAT-FREE TIRES

Rugged, 10" all-rubber tires feature a knobby tread design and a light-weight, yet durable foam filling. Never again worry about flats or over-inflation.



The revolutionary design of four patented, all-brass swivels is guaranteed to provide leak-free performance for 10 years!



Retail package weighs 34 lbs. and measures 18-3/4" H x 19-3/8" W x 14 -3/4" D



The GH168-WG is also available in a 2-pack case to minimize FedEx freight costs.

The wagon reel provides push-pull portability for heavier large capacity hose. Push down or lift up on the handle bar to turn



Used to attach the reel to the faucet, this 4 ft. x 5/8" hose features crush proof brass fittings and weather resistant rubber with reinforced spiral synthetic yarn.



# Why become a Rapid Reel<sup>®</sup> dealer?

## IT'S THE REELS CONSUMERS HAVE BEEN LOOKING FOR

Most consumers despise cheaply made plastic garden hose reels. Yet, for years these disposable products have been their only choice. Not anymore. A few of our customers sum up the mood of the market best:



- *"For years I've suffered with poorly made hose reels bought at home centers....."*
- *"Tossed the prior plastic junk...."*
- *Finally, after years of shoddy products...*
- *We were tired of the "box-store" hose reels not performing well....."*
- *"Relative to previous hose reels I've had (and hated) this unit is built like a tank....."*
- *"If you're like me and sick of cheap plastic reels sold at home improvement stores....."*

## NO BIG BOX STORES

As a family-owned organization ourselves, Rapid Reel is committed to establishing channel relationships with independently-owned, local retailers. We believe long-term dealer loyalty can be earned by continuing to supply top quality products backed by first-class customer service. As such, Rapid Reel does not offer our products to price-driven mass merchants.



## FAST, ACCESSIBLE, PROFESSIONAL CUSTOMER SERVICE

Over 90% of all inbound dealer calls are answered within 3 rings. In addition, these calls are answered directly by an in-house customer service professional—not a multi-layered phone system or call center. Our agents are courteous, articulate, knowledgeable and ready to assist with any need. During normal business hours, e-mails are responded to in a matter of minutes, not days. With Rapid Reel you and your customers will always experience Midwestern hospitality at its best.

## GUARANTEED FAST SHIPPING

Shipped from our Lincoln, Nebraska facility, 98% of our dealer orders are shipped the same day they're placed (Monday–Friday), and will reach all destinations within the 48 states (except upper New England), within just 3 days... guaranteed!

 [FIND A STORE](#)

## OUR WEBSITE DRIVES CUSTOMERS TO YOUR DOOR

Many consumers will research a product online before buying. Studies show that 90+% of those consumers still prefer to buy from a local retailer if that option is offered to them. Rapid Reel's website gets a lot of traffic. We are consistently ranked in the top 3 search results for the most common hose reel related search terms. And while our products are available for purchase directly from our website, (at prices that do NOT undermine our retail dealers), we make it easy for these online shoppers to find our qualified dealers with our [Find a Local Store](#) link displayed on every product page.

## AVAILABILITY OF REPLACEMENT PARTS

Keeping customers happy often depends on how quickly and easily a problem is resolved. It should be reassuring to know that a full assortment of replacement parts are stocked right there in our centrally located, Lincoln, Nebraska facility.



## LOW DEFECTS AND RETURNS

Rapid Reel products have averaged less than 2% return/defect rates for 13 straight years. It's a good feeling knowing that when it leaves your store, it won't be coming back. Rapid Reel quality helps build customer satisfaction and store loyalty.



## INVENTORY MANAGEMENT ASSISTANCE

An empty shelf means no sales and no revenue. Accordingly, Rapid Reel sends " **How's Your Stock?** " reminders to our dealers at varying frequencies, (higher during peak season), throughout the year. At the dealer's discretion, these reminders can show up in the form of a fax or e-mail. Currently, replenishment orders can be conveniently placed by fax, e-mail or phone. (24/7/365 online dealer ordering expected by summer 2008 ).

## COMPETITIVE PRICING, TERMS AND PROMOTIONS

Rapid Reel products command higher price points. By simply matching our online price plus shipping costs, Rapid Reel dealers can earn a reasonable profit margin. Many of our dealers are able to command even higher price points due to upscale markets they serve and/or assembly and installation services offered. Rapid Reel will also offer occasional early-order buying and extended dating specials.

## INCREASED REPEAT & REFERRAL BUSINESS

Rapid Reel products tend to generate a higher-than-normal rate of repeat and referral business.

Again, a few customers sum it up nicely....

- "I just purchased my 2nd Triton hose reel for my backyard..."
- "I'm so happy with that! I'm getting another...."
- "My across the street neighbor just received a competitor metal hose reel. We just made a comparison and she'll get a Rapid Reel for her next one."
- "Two of my friends have already ordered my Rapid Reel model...."
- "I will recommend your product to all my contacts...."
- "You have a customer for life here!"
- "I will surely recommend you to everyone I know...."

# Order Fulfillment Process



## STEP 1 – ORDER PLACE BY DEALER

Phone.....8AMto5PM,Monday–Friday,CST  
Fax.....24hrs./day,7days/week,365days/year  
E-mail.....24hrs./day,7days/week,365days/year  
Online.....Expectedbysummer2008.

## STEP 2 – ORDER CONFIRMED

Anorderconfirmationissentwithin20minutesafterorderis placedbyeither **FAX**or **E-mail**only.Choiceisspecifiedbythe dealer.Three-mailisaPDFdocument.

## STEP 3 – ORDER IS SHIPPED

**SINGLE** and **CASE**ordersareshippedwithinonebusinessdayvia FedExandwillshipthesamedayiftheorderisplacedby2p.m. CST.FedExmaponnextpageshows **GUARANTEED**delivery transittime.

**PALLET**shipmentsarerecommendedforordersof300poundsor more.Useitemweightplusa35lb.palletforcalculations.Mixed modelpalletsareallowed.CallourDealerHotlineforfreightquote.

## STEP 4 – ORDER INVOICED

Aninvoiceissentwithin1businessdayafterordershipsbyeither **FAX**or **E-mail**only.No hardcopiesaremailed.Choiceis specifiedbythedealer.Trackingnumbersincludedandarehot-linkedtotheFedExwebsiteonthePDFe-mailversion.

## STEP 5 – PAYMENT MAILED

Mustbepaidwithinthetermsofagreement.  
See **DealershipAgreement** fordetails.

DealerHotline:  
1-800-523-4321

Fax:  
1-800-548-3203

E-Mail:  
dealers@rapidreel.com

Becausewe'relocatedin America'sheartland,FedEx shipmentswillreach80%of theU.S.populationwithin just3days.

RapidReel'smodern50,000sq.ft. facilityinLincoln,NEhousesboth manufacturingandadministrative operations.



# Policies & Shipping

## SALES POLICIES

Minimum Order.....\$15.00  
 Annual Volume Requirement.....\$750 wholesale  
 Regular Dating.....Net 30 days  
 Freight.....F.O.B., Origin  
 Residential Drop Shipment.....\$15 fee per destination

## SHIPS TODAY!

Place your FedEx sized order by 2PM (CST) Monday–Friday, and 95% of the time it will ship that same day.

## LTL SHIPMENTS

Palletized shipments are usually advisable when the total order exceeds 300 lbs. Call the Dealer Hotline at 1-800-523-4321 for freight quotes.

## LEAD TIME

Place your FedEx sized order by 2PM (CST) Monday–Friday, and 95% of the time it will ship that same day. And since we've relocated in America's heartland, our shipments will reach 80% of the U.S. population within just 3 days. Refer to the FedEx transit map below.

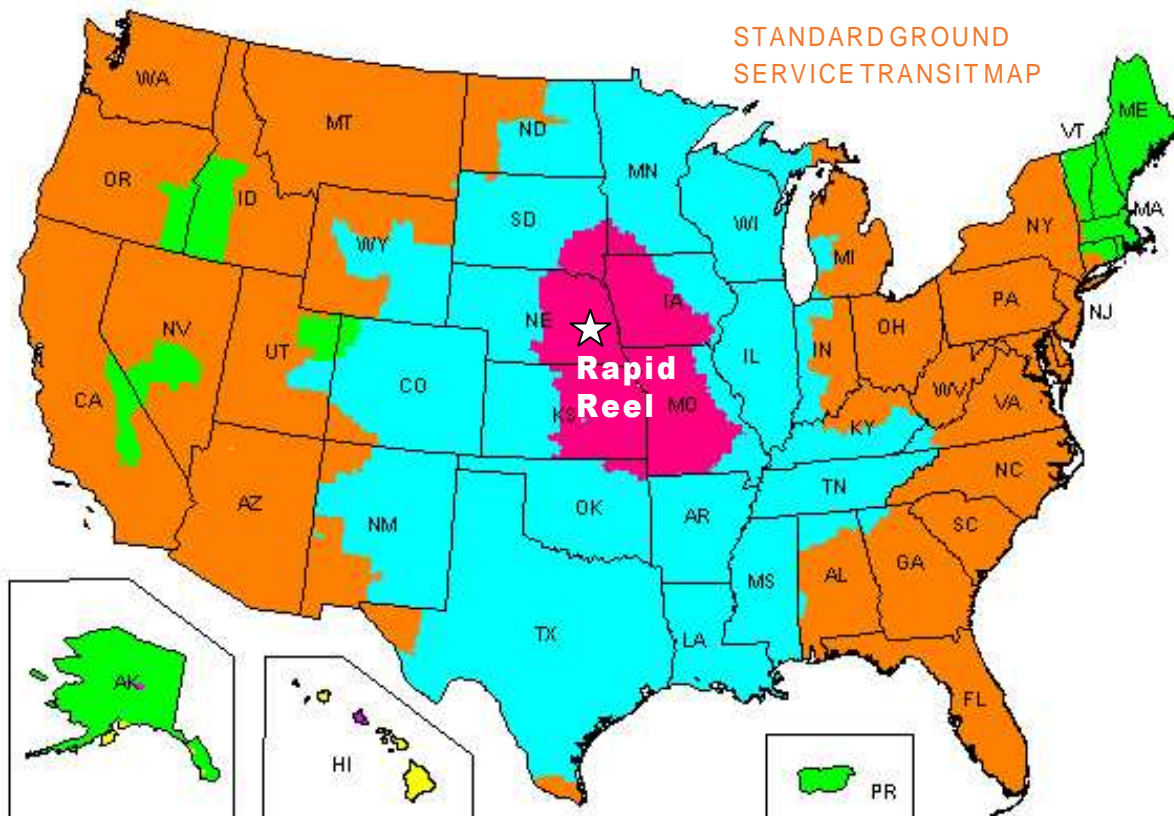
The transit times represented on this map are GUARANTEED by FedEx. However, do not count the day the packages ship, Sundays or holidays.

Businesses are delivered Monday–Friday, while residences are delivered Tuesday–Saturday.

**Example:** A package shipped on a Friday to a business that takes 2 business days, would arrive on the following Tuesday.



STANDARD GROUND SERVICE TRANSIT MAP



1 Day 2 Days 3 Days 4 Days 5 Days 6 Days 7+ Days

# Over 100,000 Satisfied Customers



## Exceeds My Expectations!

I purchased my first Rapid Reel. The product exceeds my expectations. It's a great value for the price. I highly recommend it for anyone who needs a hose reel.

*Gary W. - Lake Forest, CA*

## Best I've Ever Had!

I purchased two Triton hose reels this summer and they are absolutely the best ever, and I've had a lot of hose reels in my 35 years of homeownership. THANKS for a wonderful product!!

*Pam W. - Tulsa, OK*

## Well Worth The Money!

"It's not often I write a company about their product, and when I do, it's usually a complaint. I just purchased my 2nd Triton Hose Reel. I've bought many over the years and knew they would last maybe a year or two. When I saw your product, I studied it very carefully because it's not \$20 or \$30. But I thought this will be the last one I buy. When my first one arrived, I saw the quality said "well worth the money". My neighbors agree. Thank you for being an honest company with a quality product that I will certainly promote in my social circle."

*John L. - Temecula, CA*

## I Did My Research!

"I just received my Rapid Reel and had to send you my compliments. I did my research and gave a lot of thought to my purchase and it's evident that your designers did the same on your end. This is a beautifully designed product. Kudos to your design teams!! I'm looking forward to a long and happy relationship with my Rapid Reel. Thanks."

*Maribeth S. - Hancock, NH*

## Best Investment for House and Garden I've Ever Made!

"For years I've suffered with poorly made hose reels bought at home centers. After my last one I did some searching and found Rapid Reel. It is the best investment for house and garden care I've ever made. Using the hose is pure joy now. Wish I had found you 40 years ago!"

*Ed P. - Putnam, CT*

## I'm Ordering Another!

"I am VERY impressed. I was looking for a quality hose reel because I'm sick and tired of replacing those cheap plastic reels. I found your Rapid Reel, installed it and used for a couple of months now and I'm so happy with that I'm ordering another. On a for-what-it's-worth, my across-the-street neighbor just received a metal hose reel similar to, but not nearly as substantial as yours. We just made a comparison and she'll order a Rapid Reel for her next one."

*Dan T. - Wasilla, AK*

## Exactly What I Am Looking For!

"I just want to say that I received my Rapid Reel today and I am very happy with the construction of your product. This is exactly what I am looking for in a hose reel. I only wish I found you before purchasing a plastic hose reel at Home Depot. I feel your product is worth the money I paid for it. I have no doubt this reel will serve me well."

*Harvey P. - Dallas, TX*

## Far Superior Than Any Other Reel I Researched!

"I just received my Rapid Reel and was impressed! After 3 plastic reels in the past 6 years, it looks like I won't be buying another reel for a long time. The quality of your product is unbelievable. Thank you for such a great product. It is far superior than any other reels I researched."

*Randy S. - Janesville, WI*

# Company Leadership

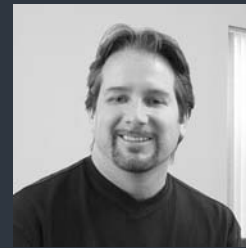
## MARK ELEY, President/CFO

With an accounting background and a Masters in Computer Science, one shouldn't be surprised that Mark's attention to detail is pretty high. These skills have served him well as company president, a position he took over upon his father's retirement in 2000. Throughout the history of the company, Mark has not only been instrumental in strategic planning, but has also given departmental oversight to finance, risk management, purchasing and information technologies.



## WARREN ELEY, VP – Sales & Marketing

Communications with the company's customers, whether it is with dealers or end-users, has always been at the heart of Warren's interests and experience. His responsibilities focus on overseeing all marketing, direct sales and customer service activities. He has served as president of the Cleaning Equipment Trade Association (CETA)—an association of over 400 dealers, manufacturers and suppliers serving the pressure washer industry throughout North America.



## CRAIG ELEY, VP – Production & Engineering

Unlike most, Craig never lost this youthful fascination with how things worked. Eventually, his passion for understanding transformed into radical creativity and became the driving force behind the company's revolutionary product designs and manufacturing processes. From the beginning, every product design has had Craig's fingerprint on it. Along with product R&D, he also supervises all production, quality control and fulfillment operations.



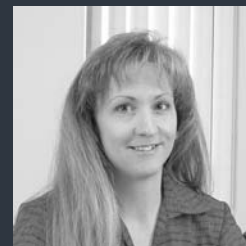
## SCOTT JELINEK, Customer Service Director

Growing up in small town Nebraska, Scott learned firsthand what great customer service is all about and is dedicated to ensuring every Rapid Reel customer experiences that same level of support. Having been with the company since 1997, Scott is a seasoned customer service veteran who has become the "go-to guy" for the really tough questions. His leadership responsibilities cover every aspect of customer service including phone, e-mail and web support, as well as outbound trafficking.



## KATHY AVILA, Finance Director

In a field that leaves little room for error, Kathy's leadership and meticulous financial skills have been a great benefit to the company since she joined it back in 1997. With a strong background in finance and accounting, her responsibilities cover virtually every area of the company's finances including A/R, A/P, and financials. Kathy's talents also play a significant role in human resources.



## WHO WE ARE AND WHAT WE DO

Located in America's heartland, Eley Corporation is a family-owned company that designs, manufactures and sells premium quality hose reels and related accessories under the Rapid Reel<sup>®</sup> brand name for both commercial and consumer markets. Three brothers manage the organization, personally ensuring a Midwestern-style commitment to product quality and customer service.

From our start in 1990, Rapid Reel<sup>®</sup> products have been built to last, deliver reliable performance, and designed using a classic form-follows-function methodology. The products' higher price points reflect their superior quality and design and are intended for consumers and professionals with discerning tastes and a meticulous dedication to their craft.



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