


LiSEC and Cristaleria Reina

SERVICE MATTERS

Interpersonal relationships and a close proximity to customers — these are Cristaleria Reina's success factors. Over time the company has developed from a little wood workshop into one of the most important enterprises of the Andalusian glass industry. Since 2002, the Spanish family company located in Montellano, close to Sevilla, belongs to LiSEC's customer base.



The cooperation between LiSEC and Cristaleria Reina started in 2002. In 2008 the production equipment was 80% LiSEC machines

THE BEGINNINGS

Ildefonso Reina Coca, father of the current owner Ildefonso Reina, took root in the wood and glass industry as one-man-company in the year 1958. When Reina Coca founded Cristalería Reina in the year 1991, glass and wood each represented 50 per cent of the business. One year later his son Ildefonso Reina

– who had been working in the company since he was 16 years old – took over.

As the glass business got more and more important and developed better than the wood business, Cristalería Reina decided in 2004 to focus exclusively on this sector. Soon the incoming orders exceeded the capacity of the production space. In 2009, the company moved from Villamar-

tin to Montellano, where their property amounts to 80,000 square metres.

COOPERATION BETWEEN CRISTALERÍA REINA AND LISEC

Machinery

The cooperation between LiSEC and Cristalería Reina started 2002, when they invested in a desic-

cant filling machine. The second investment was an automatic sealing plant. This machine was added to an already existing IG-line of another supplier. Soon, this one was replaced by a LiSEC product, a 3x2-metre IG-line. A bending machine, intelligent warehouse with 100 positions, PKL, two six meters long cutting tables and a 5x3-metre KSR including



Cristalería Reina in 2009 opened their new 12.800m² production hall

washing machine followed. 2008 Cristaleria made its largest investment in LiSEC products until now: For EUR four million, the company bought LiSEC machines and software, so that the new production equipment was 80 per cent LiSEC machines. "For us, there was no alternative – LiSEC convinced us with a quality no other supplier could keep up with it," says

Ildefonso Reina. Together with LiSEC, Cristaleria Reina was the first supplier in Spain who changed the direction of their KSR in order to improve their distribution. "It was challenging but LiSEC was able to provide the perfect solution to our problem," states Reina proudly.

Software

When it comes to software, Cristaleria Reina counts on LiSEC too. They started with li.bar (new version: GPS.bar), a software for sash bars planning. By now they control their production with the software prod and handle the order management with

GPS.order. Ildefonso Reina is convinced of the LiSEC software products they use: "We control our whole production with prod, from the planning to the final cutting management." "The LiSEC software supports us in different areas at our every-day work."



"What matters most to us is the personal component – we count on interpersonal relations to our customers, and that's also what we value about our cooperation with LiSEC. We appreciate the After Sales Service and we are 100 per cent satisfied with the performance of the LiSEC employees."

Ildefonso Reina, Owner Cristaleria Reina.





Today, Cristaleria Reina employs 55 people and its customers are mainly from Andalusia. The proximity to customers and personal consulting are its success factors. This strategy allowed the company to weather the economic crisis in 2008. “We focused on stable growth and we wanted to be well-known and recognized in our region”, says Javier Garcia, Sales Manager at Cristaleria Reina, about this challenging time. The crisis disrupted the plan to add an area for glass decoration,

such as mirrors, colorful ornaments and engraving with sandblast technique, but this project is now once again in discussion. The company is also prepared for the trend towards high end glass. In fact, Cristaleria Reina’s machinery park is equipped with plants for coated and energy-saving glass elements.

LiSEC

LiSEC, based in Hausmening/Amstetten, is a globally active group, which has been offering innovative individual and

overall solutions in the field of processing and refining of flat glass for more than 50 years. LiSEC’s service portfolio comprises machines, automation solutions and services. In 2017, the group with its approximately 1,300 employees and more than 25 locations generated an aggregate turnover of about EUR 230 million at an export rate of more than 95 per cent. LiSEC develops and produces glass cutting and sorting systems, individual components and entire production lines for

the production of insulating and laminated glass as well as machines for the processing of glass edges and tempering systems. With a reliable technology and intelligent automation solutions, LiSEC sets standards in terms of quality and technology and makes a substantial contribution to the success of its customers.

LiSEC Group

LiSEC

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In 1992 Ildefonso Reina took over the family business. His brother Francisco Reina Perea is also working in the company

