



REEVE
STORE EQUIPMENT CO.

*Stock & Custom
Metal Store Fixtures &
Components*

As a retailer in the early 1900's, Hurum E. Reeve found it difficult to find quality store fixtures for his Torrance, California hardware store. Being a resourceful and talented entrepreneur he began making his own store fixtures. It did not take long to realize that his "side business" not only could serve his needs but those of other retailers as well, so by the late 1920's his new Hurum E. Reeve Co. became his first priority. By 1931 his new company was building strong, versatile high quality metal store fixtures for retailers on the economically booming West Coast. The company's first products included Glass Binning Hardware and what would become the Universal Line of stock hardware.

Hurum's son, Edgar Holland Reeve, took over the reins in 1938 and concentrated on building both the company's market base and product line while maintaining the tradition of quality, strength, and versatility. During his 44 years as President of the Reeve Co., he created a national network of exclusive independent Distributors that peaked in the 1970's with well over 150 separate locations. A Branch Office was opened in San Leandro, California to better service Reeve's Northern California customers. The capabilities of the Reeve Co. grew to include the 700 and 800 Line of Reeve Gondola which allowed the national drug store chains and two major department store chains also moved to its present location in to a size of over 170,000 square feet

In 1982 Edgar Hurum Reeve, Edgar Store Equipment Co. sharing half the Frackelton. Together they expanded the to include electro-plating with the Rivera Plating, Inc. A computer system automated to insure the same quality could be maintained in this physically Ed Reeve also saw the need for more to serve many more retailers, designers, Sales Offices were formed lead by tune with the ever-changing needs international clientele.



John Frackelton
Owner, President & CEO

Holland's son, became President of Reeve ownership with his brother-in-law, John capabilities of this now 50-year-old company purchase of a wholly owned subsidiary, Pico was installed and many operations were level envisioned by the company's founder larger and more diverse modern company. personalized service as the company began and woodworkers on a direct basis. Regional knowledgeable sales professionals in of the North American retailer and

After 30 years of experience at Reeve, John Frackelton took over as President & CEO in 1996 determined to prepare the company for the 21st Century. He aggressively extended the focus of the company to include both custom metal products and custom finishes. At the same time he re-committed Reeve's original principle of supplying high quality stock store fixture components to the retail industry. New tube fabrication equipment, rollforming machinery, AutoCAD software, and finishing capabilities were added to the already proven metal stamping, welding, and wire forming abilities of Reeve.

Today retailers, designers, woodworkers, and distributors look to Reeve Store Equipment Co. for their quality stock and custom metal store fixtures and components. All of which can be finished in a wide variety of plated or powder coated finishes. Reeve maintains high levels of stock inventory and can manufacture custom items in lead times that are the envy of the store fixture industry.

The quality lives on, the capabilities grow, and the personalized service remains...





Reeve Store Equipment Co. is a nine time winner at the prestigious National Association of Store Fixture Manufacturers (NASFM) Annual Retail Design Awards, including three Grand Prize stores. These awards honor Reeve's custom metal work.