



Reimo
central warehouse & administration



Felix Holona and Kurt Manowski

Camping with best knowledge and belief

Germany is one of the countries in the world where camping has a long tradition. The heart of the European caravanning industry beats here. This is proven by the companies based here as well as the popularity among the population. One of the most successful German companies in the camping and caravanning industry with the broadest range of products is REIMO, which, according to current forecasts, is aiming for a turnover of 300 million euros in 2021

Words Peter Hirtschulz

The story of Reimo actually begins unintentionally and rather by chance. The enthusiastic water sportsman Günter Holona liked to enjoy his hobby of water sports in his spare time. So, he had to go to the water, lakes and beaches. The absolutely ideal vehicle for getting there and transporting the water sports equipment was undoubtedly a motorhome. So, Holona - together with friends in his own garage - built and converted his first Mercedes 406 in his own garage for a holiday to Greece as early as 1969. The idea and his skills were so well received by his friends that over time he had to remove and convert mostly VW campervans. With this knowledge and due to the fact that the planned career as a teacher did not correspond to his professional ideas, he gathered some friends in 1980, borrowed start-up capital and began his own company, called REIMO. Kurt Manowski was there as the "man of the first hour", and he still helps to steer Reimo's fortunes today.

40 years later, Reimo has developed into a company with over 200 employees. At the heart of the company, Reimo produces high-quality equipment for campervans of different brands and sizes. These include VW, Mer-

cedes-Benz, Fiat, Ford, Citroën, Renault and Peugeot.





The megastore at Egelsbach



Van rear with roof

For 40 years, the company has also been professionally converting minibuses and vans into camping buses and leisure vehicles. This also includes the development and production of pop-up roofs, high roofs and self-made sleeping/seating benches as well as furniture parts.

Currently, Reimo offers more than 300 interior modules and over 50 roof types for over 60 different vehicles as its core competence for campervans, each customised. But Holona and Manowski do not only extend vehicles, they also continue to develop their company's range of products.

As "men of the trade" with their own regular camping experience and innovative ideas, they have always had an ear for the wishes of campers. This is one of the strengths of the company: the ability to translate their own experience and the wishes of campers into products and services that are tailor-made for their requirements. Nevertheless, today Reimo is first and foremost a wholesaler and close partner of the specialised trade.

This has resulted in a range of accessories, many of which Reimo has developed itself, but also third-party products, all of which fulfil the wishes of campers. The result is perhaps the most comprehensive online shop in Europe with a complete accessories catalogue that currently comprises 1,044 pages with more than 20,000 products.

These practical accessories and extension components are exported by Reimo to more than 58 countries worldwide; in addition to all European countries, this also includes the USA, China, South Africa, Australia and Korea.

Reimo even operates its own warehouse in Sydney to be able to reduce delivery times to customers based in Australia and New Zealand.

Most of Reimo's business is controlled from its headquarters in the hessian Weiterstadt in Germany. There is the administration centre and a 14,000 m² central warehouse. This is so optimally organised that 95 percent of all orders can be shipped within 24 hours. Also in Weiterstadt is the modern Reimo production facility with its own carpentry for the interior elements, as well as the production of pop-up roofs and benches.

A so-called "megastore" is located in neighbouring Egelsbach. It is on two levels and has more than 1,500 m² of sales area to show more than 5,000 products for camping, caravans and motorhomes. Another branch is in Bochum, North Rhine-Westphalia.

More than 200 employees work at all three locations. In addition to its extensive range of accessories, Reimo also sells its own practical campervans in Egelsbach and Bochum. But not only those: since autumn 2000, Reimo, under the management of Kurt Manowski,



CARBEST
INNOVATIONS FOR MOBILE LIFE

has also taken over the distribution of the entire vehicle range of the Slovenian company Adria Mobil in Germany. This now also includes the Adria brand, Sun Living.

In addition to the high-quality Adria brand, Reimo is keen to keep its own product portfolio at the highest possible level. Reimo's success is based on the daily philosophy of the company's founders and staff to always offer products and services to the market to the best of their knowledge and belief.

And in order to be able to keep this promise of quality, Reimo has meanwhile launched four own brands with "Camp4", "Reimo Tent-Technology", "Holiday Travel" and "CARBEST". These brands are supported and marketed by their own catalogues. A special vehicle extension catalogue, for example, comprises 312 pages, the Tent-Technology catalogue 84 pages and CARBEST 76 pages.

The CARBEST product range enjoys a high reputation in the industry among various vehicle manufacturers. In many places, CARBEST products are also used as original equipment for motor homes and recreational vehicles. Since 2002, CARBEST has stood for high-quality technical products. What began with inverters and cab accessories for retrofitting is now a global brand with an extensive range representing, for example, high-quality vehicle electronics from lights to lithium batteries, refrigerators, coolers, auxiliary heating and window systems.

In order to be able to offer these and many other products at a special price/performance ratio, they are manufactured in specialised factories and sourced without intermediaries. This enables Reimo to offer high quality and moderate prices. Speaking of quality: Reimo products are subjected to extensive tests in the German development department. To the best of their knowledge, in-house engineers, technicians and experienced camping professionals ensure that quality and functionality meet the highest possible camping standards.

In the year of its 40th anniversary, Reimo was hit by a severe blow of fate. Company founder Günther Holona passed away unexpectedly, but the tradition of the company, as well as the family of the company's founder, honour his legacy and continue to develop it. After more than 10 years as purchasing manager, Felix Holona, the son of the founder, has taken over the position of managing director together with Kurt Manowski. In addition to the two of them, the co-founder and wife, Helga Holona, is still with the company; as well as the long-time companion and head of the development department, Ralf Hoffmann. Since 2020, Manuel Fietkau, the son-in-law of the Holona family, has also been working for Reimo - and all of them adhere to the philosophy "to the best of our knowledge and belief".