

ABOUT US

RASCO IS ONE OF THE LEADING EUROPEAN MANUFACTURERS
OF PROFESSIONAL EQUIPMENT FOR MAINTENANCE OF
TRAFFIC INFRASTRUCTURE.







INTRODUCTION

Partner relationships are a cornerstone of joint progress

When in 1990 Frane Franičević and Darko Paviša, founders and owners of RASCO company, started their business venture they could hardly have predicted that one day equipment bearing the name RASCO would be used on roads throughout the European continent and beyond. However, they knew there would always be room on the market for a company that would make high quality, reliable machines for the maintenance of traffic infrastructure at affordable prices, and they were not mistaken.

Company founders realized very early the importance of long-term customer satisfaction and the development of permanent partner relationships. This is a value built into the foundations of the company. Over the years, we have gathered a team with the integrity, motivation and skills necessary to master the challenges of this dynamic and technologically complex business.

This is why today we still look forward to the future with the same enthusiasm and ambition. New knowledge and technologies enable us to improve products continuously, which entails simpler, more efficient and more profitable business operations for our customers. We are convinced that we will continue in this direction in the future, and we invite you to discover why more and more customers consider RASCO the first choice when it comes to equipment for the maintenance of traffic infrastructure.

Ivan Franičević,
Chief Executive Officer

From workshop to factory

RASCO started doing business in 1990 as a service workshop for agricultural machinery on leased premises. The focus was soon transferred to servicing equipment of road maintenance companies which lacked reliable post-sales support by their suppliers on the domestic, Croatian market.

In the mid-nineties RASCO began to produce its own devices and gradually took over an increasing share of the domestic market. Production capacities and the number of employees increased in several stages, and the product range grew simultaneously. The company first entered the markets in south-eastern Europe, followed by the markets of

countries within the European Union, due to a gradual development of more advanced devices and the creation of a reliable distribution network. In 2012 the company began production of the MUVO implement carrier intended for maintenance activities of municipal infrastructure in urban areas.

Today, RASCO is present in over 30 markets in Europe, Central and North Asia. A completely integrated production process, which begins with raw metal and ends with the final product, takes place in state of the art production facilities.

Today, RASCO is one of the leading European manufacturers of equipment for the maintenance of traffic infrastructure. The company's beginnings a quarter of a century ago were modest, and the relentless drive for improvement and ready acceptance of new challenges are the key to our success.



1990.

Craft workshop opened

Production was performed based on individual orders and on leased premises.



2010.

First subsidiaries

Subsidiaries are opened in Slovenia, Bosnia and Herzegovina, Serbia and Macedonia.

1991.

First own product

First product designed by RASCO – the RAS 2400 spreader.

1995.

First production hall

Construction of first production hall started.
RASCO employs 16 workers.

2000.

Beginning of export

2006.

New technologies

New technologies are introduced in production – robots
perform a part of the production process.

2004.

Increase of production capacities

Production of halls 3 and 4 started.
The company has 68 employees.

2011.

More than 200 employees

Hall 5 is built.
More than 200 employees work at RASCO.

2012.

MUVO

Introduction of the MUVO implement carrier.

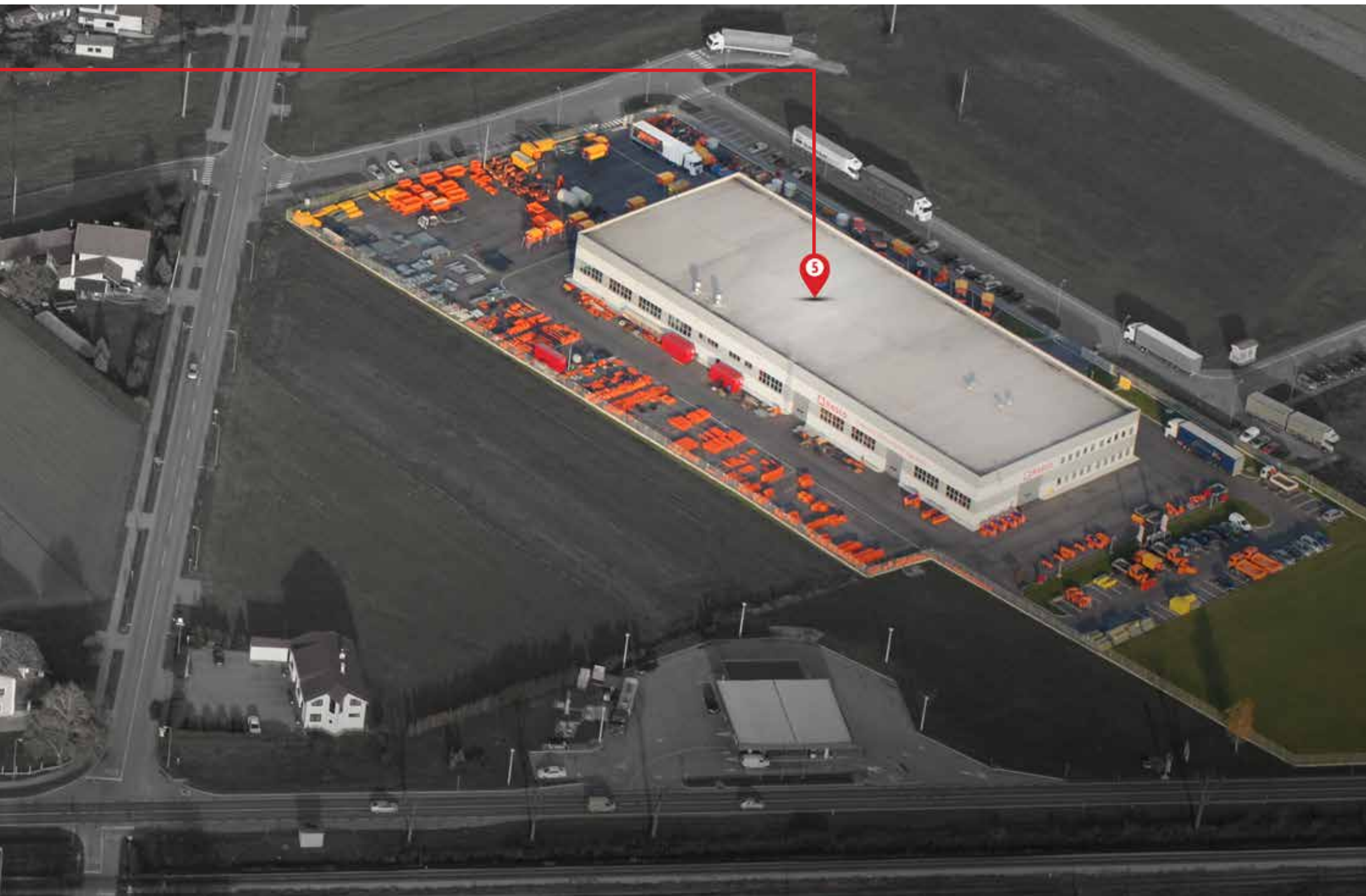
2017.

RASCO today

240 employees, over 65 products, present in over 30 markets.

RASCO Today





RASCO IN FIGURES

The development of the RASCO brand is based on continuous growth of the product program and production capacities

From the company's very beginnings, when the entire business took place in a small leased workshop, to today, the surface area of RASCO production facilities has grown to 20,000 m² of closed and over 70,000 m² of open space on two production locations. Production takes place in seven halls with sophisticated and technologically advanced equipment which guarantees a constant quality of RASCO products.

Together with the growth of production capacities, the number of products in RASCO's product program also continued to increase. RASCO started with one device back in the nineties, and today produces over 50 products for the summer and winter maintenance of traffic infrastructure. With a well rounded product portfolio, RASCO is able to offer solutions for all-year maintenance of traffic infrastructure and municipal maintenance of urban areas.

A constant vision, innovation and continuous investment during a quarter of a century resulted in steady growth of RASCO, which has by now become one of the leading manufacturers of professional equipment for the maintenance of traffic infrastructure in Europe. Filled with optimism, we look forward to the next 25 years of business.

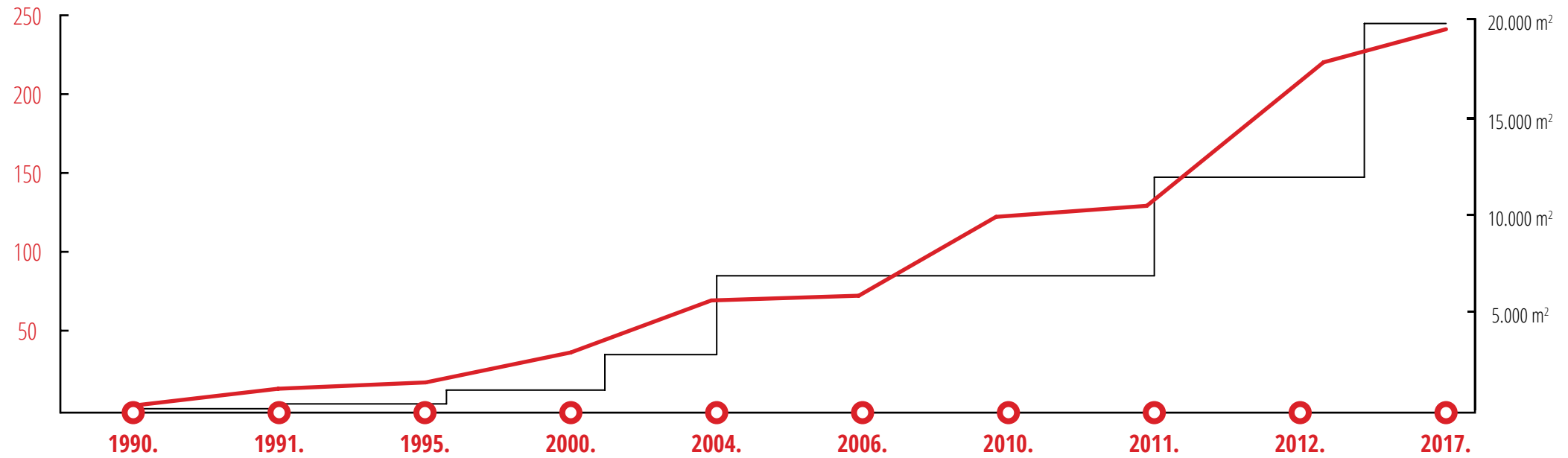


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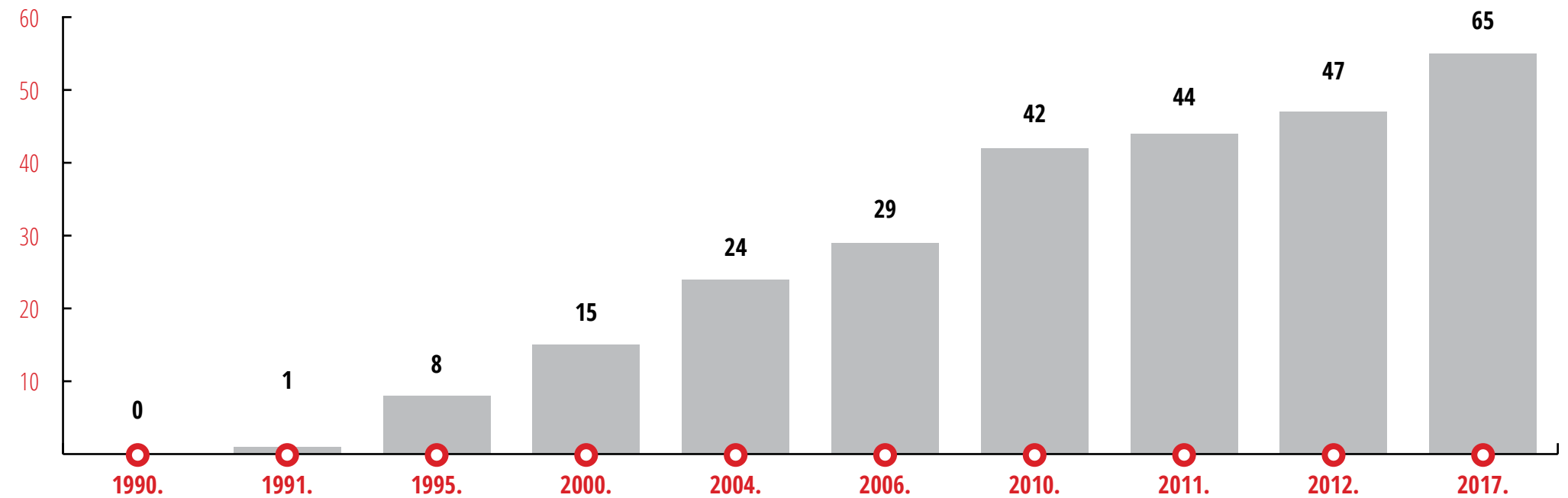


20 000 m²

GROWTH OF THE NUMBER OF EMPLOYEES AND CLOSED PRODUCTION SPACE



GROWTH OF THE NUMBER OF PRODUCTS IN THE PROGRAM



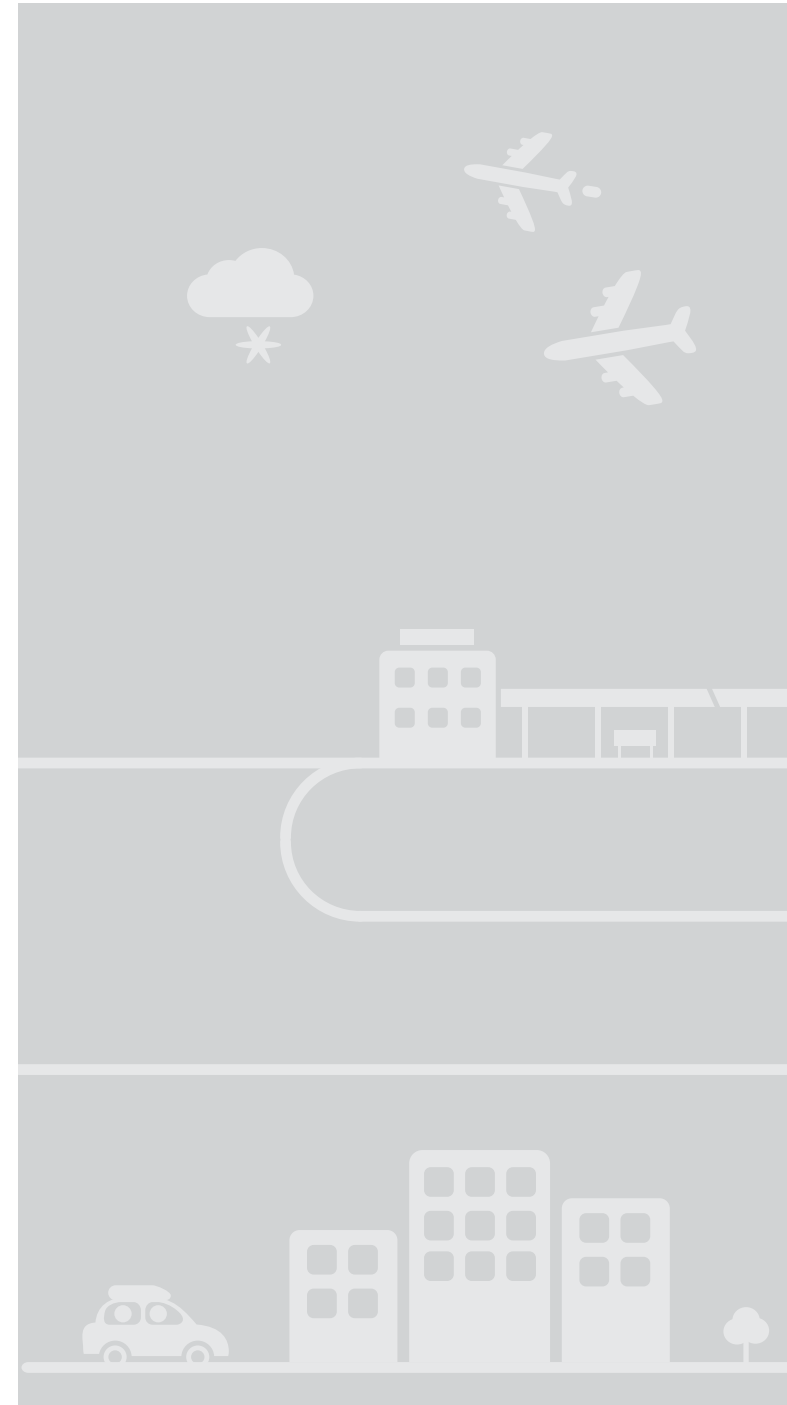
OUR PRODUCT RANGE

A rounded RASCO product program offers equipment for the maintenance of traffic infrastructure throughout the year

RASCO's product programme consists of bodies for vehicles for winter and summer maintenance of all types of traffic infrastructure, from motorways, expressways and urban areas, to forest paths and watercourses. Customers are provided with a complete solution for all vehicles used for maintenance, whether these are trucks, multi-purpose vehicles or tractors, in one place and from one supplier.

RASCO products are adapted to needs of individual markets and comprise a portfolio that is continuously expanded and developed, driven by customer needs and market trends.

The company's foundations are based on four principles - simplicity, safety, durability and efficiency. They are incorporated in every concept, device and spare part produced by RASCO, they are key parts of the value RASCO provides to its customers, and are supported by a number of international certificates.





FROM IDEA TO FINAL PRODUCT

The integrated processes of development, testing and production guarantee a constant quality of RASCO products

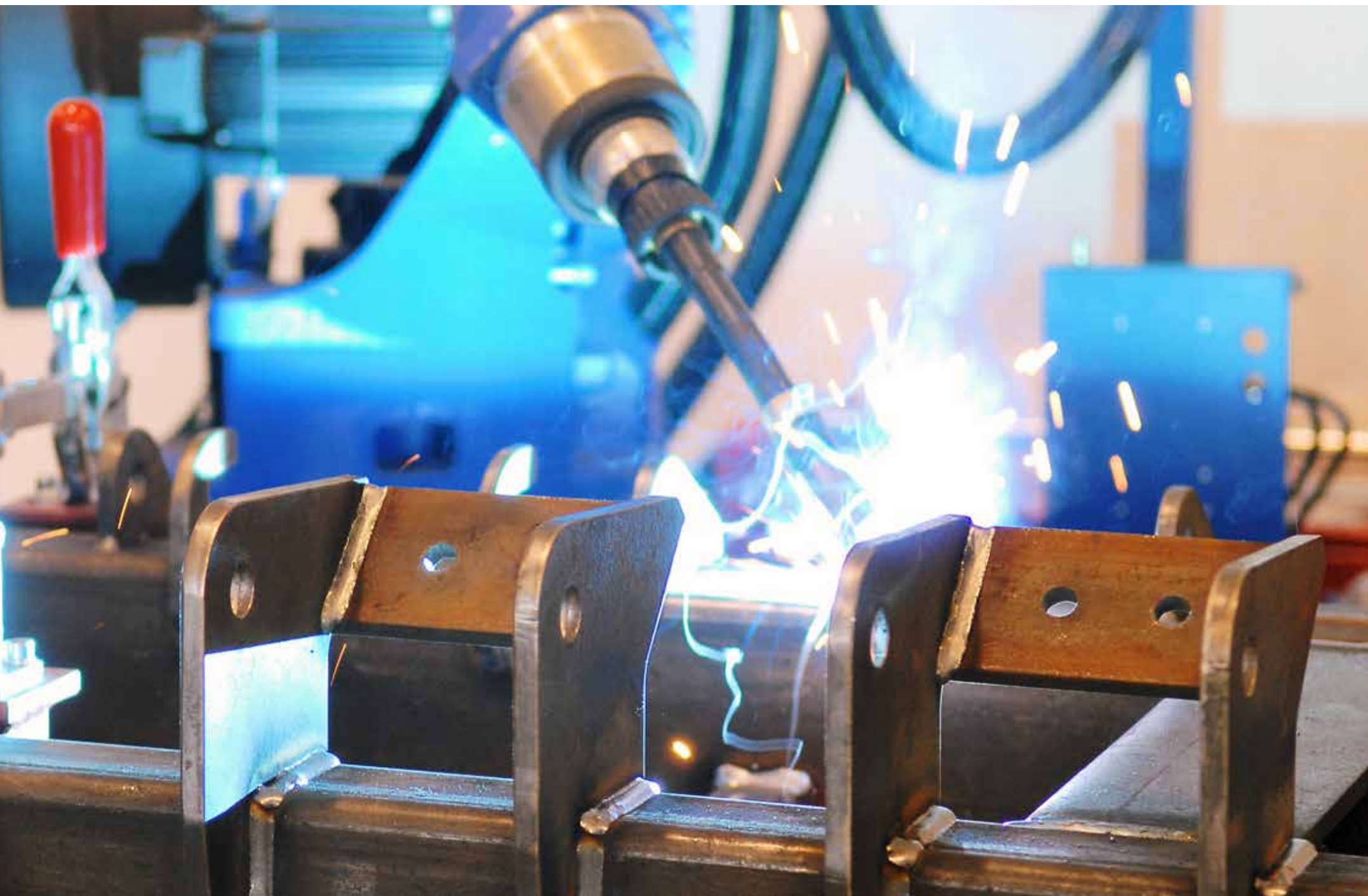
Each RASCO product has been developed based on 25 years of experience in the production of equipment for maintenance of traffic infrastructure. Today, this experience is a foundation that ensures the creation of value for the customer through devices that are efficient, simple to operate and maintain, long-lasting and safe to use.

The development of each new RASCO product is guided by customer needs, requirements of specific markets and the latest technological trends. The process of development implements ideas that bring the greatest value to customers in accordance with the philosophy of high efficiency, simplicity and safety of devices. Through long-term and detailed testing of prototypes in real working conditions, each new product receives an independent confirmation of its characteristics.

High quality materials, components by verified suppliers and the advanced production technology are the key to a long lifespan and minimal maintenance needs of each RASCO product. Highly educated and motivated employees are the other part of the quality equation. The synergy of enthusiasm, experience and dedication to the smallest details with the high-tech development and production processes results in efficient, long-lasting, simple and safe RASCO products.

From the idea to the final product, the entire process of development, testing and production is completely integrated and implemented in RASCO production facilities. This approach enables the creation of high quality products in a sustainable way, which is confirmed by ISO 9001 and ISO 14001 certificates of quality.





01

Idea



The best ideas for improving existing and developing new products are based on feedback from end customers, distributors and service experts. Information gathered in this way, together with market trends and ideas developed by RASCO internally based on the idea management process, is transformed into development plans.

02

Development



Following the development plan, ideas are shaped into a product in a way that brings the greatest value to customers. Products are designed for simple use and maintenance without compromising their functionality.

03

Testing



Developed products in the form of prototypes undergo complex testing in order to test the developed concept in real working conditions. RASCO performs extensive testing of products both internally and in co-operation with customers. In addition to functionality, the developed concept of product use and maintenance is also tested.

04

Production



The completely integrated and controlled production, which begins with raw metal and ends with the final product, serves as a guarantee of RASCO quality. High quality materials and components by verified suppliers that are built in RASCO products are a guarantee of their safety, durability and efficiency.

A documented, automated and repeatable production process results in the consistent quality of RASCO products. Special attention is paid to construction details and final control, so that all RASCO products comply with functional specifications and are ready for delivery to the end customer upon exiting production facilities.

05

Product



Consistent control and management of development and production processes, from collecting and prioritising ideas through development and testing to production, results in products that are developed and produced for safe and simple use, efficient operation and long lifespan, with minimal needs for maintenance.





OUR TEAM

With an extensive distribution network, RASCO products are available in more than 30 markets

RASCO products are available in over 30 markets in Europe, Central and North Asia. A wide and strategically positioned network of RASCO subsidiaries and distributors enables the response to any requests and needs of customers. When choosing business partners, RASCO uses the same criteria that are applied when selecting RASCO employees. Proactivity, desire for continuous learning, progress and growth, and customer-oriented business processes are the key virtues of RASCO distributors. An educated sales team, aided by service support staff with detailed knowledge of the functional principles of RASCO products, serves as a guarantee that customers will receive a product that is best suited to their needs, along with a guaranteed and quick post-sales support.

This is why employees of RASCO distributors regularly undergo sales and service training, and, if necessary, can always count on the knowledge and experience of RASCO employees. In addition to the product, RASCO's network of subsidiaries and distributors provides the customer with experience and best practices attained and proved on all markets where RASCO conducts its business.

A carefully built distribution network reflects RASCO's philosophy of quality and post-sales support and makes sure that the delivered devices are suited to your needs and work perfectly at any given moment. Detailed information on RASCO subsidiaries and distributors is available at our web site, www.rasco.eu.





POST-SALES SUPPORT

Along with a high-quality product, every RASCO solution also offers a fast and reliable post-sales support

Post-sales support is provided by educated staff and based on an IT system that guarantees consistent processing of customer claims. All employees in the Customer support department have passed through all manufacturing stages during their career in RASCO and are very well acquainted with the functionality of RASCO machines and equipment. The post-sales team is always ready to respond to all claims and inquiries of RASCO equipment users. A special group of RASCO service experts trains the service staff of RASCO partners across Europe, in order to secure the same level of service in all represented markets.

The educated consulting team with many years of experience is available for any inquiries related to devices, the service team resolves device malfunctions, while spare part warehouses guarantee a minimised time from the occurrence of malfunctions to the return of device functionality.

Constant focus on customer and partner support for the duration of product lifespan is the key to RASCO's success. This is why resolving malfunctions is followed by a detailed investigation of causes in order to take corrective measures to avoid any future occurrence of such malfunctions. Information gathered from customers is used to improve products and the manufacturing process.



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