ALUMINIUM

Materials handling and lifting systems
A GLOBAL VISION THAT DELIVERS TOTAL EFFICIENCY
REEL is a global leader in delivering complex and robust lifting and handling equipment to sectors where safety and reliability are major concerns. As an integrated engineering company, we design, manufacture, commission and maintain high-performance solutions adapted to ever-evolving markets and client requirements.

Our 70-year track record of excellence and 2,000 dedicated employees make us the partner of choice in the energy, aeronautics, offshore, defence, metallurgy, industry and environmental sectors. We work closely with clients to improve their production processes, providing solutions that are integrated, sustainable and optimised, both technically and economically.

**Our aluminium businesses**
Through our entities REEL Alesa, NKM Noell and COH, we provide customised solutions that address aluminium industry challenges and complexities for clients worldwide. Our end-to-end lifting and materials handling equipment and services accelerate process automation, maximise smelter performance and safeguard employee health and safety.

*TOGETHER TOWARDS PERFORMANCE.*
High performance, enhanced competitiveness

Our goal is to optimise your processes and performance, while reducing your plants’ environmental footprint. Whether for greenfield or brownfield operations, our broad portfolio of innovative and proven technologies will boost your competitiveness. Continuously investing in new technologies enables us to further sharpen your competitive edge.

With six manufacturing sites on three continents, we’re recognised for our responsiveness, flexibility and deep expertise in aluminium production process integration and automation. We understand the demands of your operating environment and tailor our solutions to meet these demands. Our focus is on adding value at every step, from engineering and project management, to procurement and manufacturing, to site works and maintenance.

Whether you need to upgrade, replace or increase capacity, our experts have the right solution for you.

Customised lifting and materials handling solutions for optimal efficiency and productivity across your aluminium production process.
EXCELLENCE IN GLOBAL SUPPLY

- 6 manufacturing sites worldwide
- 2,000 highly skilled employees

LEADING-EDGE MECHANICAL, ELECTRICAL AND INSTRUMENTATION AND CONTROL (I&C) KNOW-HOW

From left to right
Ship unloading, furnace tending assemblies and anode handling, pot tending machines
Complete lifting and materials handling solutions

Storage systems
Ship loaders/unloaders
Dense/solid phase and other conveying systems
Potfeed e.g. HyperDense Phase Systems (HDPS™)
Dosing devices
Centrifugal blowers

Bath and carbon recycling plant systems
Pot process control systems
Electrolysis handling equipment
Carbon: rodding and anode handling systems; baking furnace lifting solutions

From left to right
Alumina handling; pot tending machines; pot alumina feeding
Committed to your success, every step of the way

The moment you partner with us, we get into high gear. And you get a highly knowledgeable partner that’s fully committed to ensuring your success. Whatever area of your operations we’re optimising, our goal is always to exceed your expectations.

From the initial concept to project execution and comprehensive after-sales services, every REEL employee assigned to your project is focused on the same thing: delivering excellence, on time and within budget, while fostering a zero harm culture.

A dedicated project management team draws on industry best practices to minimise your operation and maintenance costs as well as optimise your lifecycle management. Integrating the latest technologies allows us to take your operations to a whole new level of efficiency and productivity. This is our commitment to you.
From feasibility studies to turnkey project execution (brownfield, greenfield and creep projects)

Equipment and key components supply

Spare parts

Process and equipment evaluation

Assistance in continuous improvement programmes

On-site training

Maintenance and site assistance
A trusted partner

Over the past seven decades, we’ve built a reputation as the industry’s most trusted partner. An unwavering commitment to our values and to your success lies at the heart of this reputation. So does our determination to foster a zero harm culture that ensures the health and safety of your employees as well as our own.

Safety is both an absolute priority and shared culture at REEL. Optimal performance requires complete safety. At REEL, they go hand in hand. A dedicated safety team oversees every activity on your site. We hold more than 120 safety training sessions annually to embed our zero harm mindset across our organisation. Our comprehensive safety tools and management system also help keep employees and contractors healthy and safe.