

# 50 YEARS OF OUR HISTORY



★RVS★



Regincós



W Tripel

W RVS

W Regincós

W tripet



... brushing the future !.

**1962.**

Ramón Regincós hand made a prototype of an oval rubber brush for his hairdresser friend "Fausti Valls". The result was so amazing that he encouraged to crate a brush manufacturing.

Few months latter Mr. Regincós made an small company with his brother "Francisco" (to take care of the accounts), his brother in law "Antonio Serra" (for commercial affairs) and his stylist friend as item advisor. From the combination of their surnames initial setter (Regincós, Valls, Serra), born the first logo and product brand "RVS".

**1975.**

The great success of "-r-v-s-" brushes, push the firm to became the main brush brand preferred for Spanish hairdressers. New brush styles are developed together with new modern production technology and sales team, to attend all the local market

**1982.**

The firm changes to a manufacturing society with the two Regincós brothers as main partners (the other two initial partners leave the new company project). The name "Regincós" Start to became trade mark together with the original logo "-r-v-s-".

**1986.**

Ramon Regincós acquires the society of his brother who is retiring, and his sons (Ramon and Salvador) are fully incorporated into the company to lead this new phase.

**1988.**

With the young blood, the company goes to foreign markets and the international expansion begins, positioning first in Germany and progressively in the rest of Europe.

**1990.**

The youngest son of the family (Marc), joins the company. The firm Design a new corporate image, with new logos and trademarks also creating a new production line of high quality brushes for the "Pet sector".

**1995.**

The company expanded business in American, with remarkable presence in the U.S., Venezuela, Chile, Argentina, etc., As well as major Arab countries.

**2000.**

The brand "IBIZA Hair" was born which increases with the presence of "Regincós" in the U.S.A., as preferred hairbrushes for the most celebrated stylists and Hollywood personalities. Also began distribution in Russia and Baltic countries and their export volume already represents over 65% of total manufactured.

**2007.**

International demand increases and decreases local market. The company prepares and adapts to a new market situation.

**2012.**

Regincós turns 50, and is "reinventing" by returning to the handcraft tradition of its founder, also is oriented toward the premium quality and exclusivity of his finest collections .

*"there are many hairbrushes, like ours none" ...Ramon Regincós*



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### **The tireless innovator mind.**

Mr. Ramon Regincós (father) founder of our company, still being the Spirit of “Regincós Brushes”. His tireless innovator mind let him to create a solid base, with own technology from which develop designs and productions of our first brand “rvs”. For him the word “impossible” do not exist and any new design in his mind could be easier done.



### **High quality and service.**

Ramon Regincós Jr. (Marketing & Sales Manager) always apply his concept of maximum quality and service, as the essential point in any sales management. Starting from an excellent item with all quality guarantee and with a good packaging, we also offer to our customers a private an agile service, to attend all our clients wishes and market needs.

### **A serious trust trade.**

The good image and high recognition that “Regincós” has in the world brush sector is done by years of efficient management.

Our development and growth in product range and markets during the last years, has been the result of a decisive company management based in “seriousness” and the improve of all our different structures. Salvador Regincós takes care for all these concepts.



### **Design and Technology**

All manufacturing process and new technologies are applied and controlled from our technical dept. Marc Regincós (Production Manager) combine many years of all acquired experience from his father with new advanced technologies and production systems. This special combination of “craftsmanship” and “technology” is been reflected in our today’s items, which still offering a high quality with equilibrated prices.