

Eydelstedt, Hungen, Zeulenroda-Triebes

PRESS RELEASE

REICHHARDT and LACOS expand competences with ANEDO

Strategic cooperation offers machine manufacturers innovative, customer-friendly solutions in Smart Farming

Eydelstedt, Hungen/Zeulenroda-Triebes: The Smart Farming specialists LACOS Computerservice GmbH from Zeulenroda-Triebes and REICHHARDT GmbH Steuerungstechnik from Hungen are expanding their strategic cooperation with ANEDO GmbH from Eydelstedt, and thus their competences for innovative, customer-oriented solutions. ANEDO is one of the leading manufacturers of electronic systems in European agricultural engineering. Sustainable system solutions, components and services for the ISOBUS play an important role. In the future, the three medium-sized companies want to expand their product and service portfolio even more and also jointly take on projects for OEM partners. The new alliance employs approximately 220 people, more than 70 of them in engineering. The first joint product innovations will be presented at the upcoming AGRITECHNICA.

Together, it is now possible for the collaborators to offer a well-rounded range of services, including Smart Farming applications on a variety of vehicle platforms, including agri-logistics and telemetry, custom apps development and infrastructure delivery for an ergonomic, automated, modern and powerful operating concept. This sets the course for the development of completely new products with high customer value.

For ANEDO, the new partner in the alliance Fredo Harms, managing director, explains: "Following the motto 'From the middle class for the middle class', this company constellation offers our OEM customers not only skills, but also short ways, quick technical support, decision making and last but not least a high level of customer and end customer understanding. All three partners

are technology specialists - everyone in their field - and they all come from agriculture. "

For LACOS, Thomas Damme and Stephan Hubrich, both managing directors, emphasize: "In this strategic alliance with ANEDO and REICHHARDT, we see advantages in combining the many years of experience of all partners in their respective fields and exploiting synergy effects in the creation of new products for the market and offering complete solutions to OEM customers. "

Andreas Reichhardt and Dr. Thomas Pohlmann, both managing directors of REICHHARDT GmbH Steuerungstechnik are convinced: "The combination of essential competences from all three companies brings faster efficient products to our customers and thus an even better statement in the market connected with a larger customer benefit with vehicles and implements.

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Since 2006, ANEDO has been advising, developing, projecting, producing and supplying worldwide technology in hardware and software for mobile machines as an OEM electronics supplier for agricultural machinery - especially for implement manufacturers. At the company location in Eydelstedt, sustainable products are created that are optimally tailored to the individual challenges of state-of-the-art machine communication. An intelligent modular system enables the delivery of customized solutions for every requirement profile. Both the simplest applications and highly complex control processes can be reliably and simply implemented with ANEDO products - from proprietary concepts to ISOBUS solutions.

LACOS has been realizing innovative software in the agricultural sector for more than 25 years. Under the slogan "We make your machines smarter." LACOS is a competent development partner especially for national and international manufacturers of agricultural machinery. These include

solutions for agricultural machinery in the area of precision farming, as well as applications for tablets and smartphones on the topics of telematics, weather, animal breeding and business administration.

REICHHARDT has been developing and producing innovative electronic solutions for agricultural machinery, the construction machinery industry and the municipal sector for more than 30 years. The range of services extends from the development of software and hardware for steering and implementation for electrical and electronic systems in mobile machines to the delivery of complete hardware, such as cable harnesses and electronic assemblies in series production of the machine manufacturer.

The company is known to the farmer and contractor as a Smart Farming partner for automated steering systems, delivering RTK signals through an innovative clustering solution (RTK CLUE), ISOBUS compatibility of its products, and the ability to upgrade the vehicle pool to Agriculture 4.0 sustainably and cost effectively. The REICHHARDT sales subsidiary in the USA serves North and South America, as well as Australia.

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Bundling their competencies in a strategic cooperation: From left to right: Stephan Hubrich and Thomas Damme, managing directors LACOS Computerservice GmbH, Andreas Reichhardt and Dr. Thomas Pohlmann, managing director REICHHARDT GmbH Steuerungstechnik, Fredo Harms, managing director ANEDO GmbH