

**SMART FARMING EXPERTS
SUCCESS IN PARTNERSHIP**

Eydelstedt, Hungen, Zeulenroda-Triebes, April 28th, 2020

PRESS RELEASE

OEM sales reorganized

ANEDO and REICHHARDT present Mr. Stefan Platzdasch as the single point of contact in OEM sales

Hungen, Eydelstedt, Zeulenroda-Triebes: Within the strategic cooperation of medium-sized companies presented at Agritechnica 2019, which jointly runs projects for OEM partners, ANEDO and REICHHARDT are now bundling their sales activities. In May 2020, Stefan Platzdasch will take over the position of OEM sales manager at REICHHARDT and is thus the single point of contact for OEM customers. LACOS, the third partner in the cooperation of the "Smart Farming Experts", welcomes this step. As before, all previous contacts will continue to be available to customers.

As a result of merging the key competencies of the cooperating companies, in his new position, Stefan Platzdasch can now guarantee a comprehensive product portfolio to manufacturers of vehicles and implements, and thus even greater customer benefits: "I see it my job to offer one-stop-shop smart farming products and solutions to mediumsized agricultural technicians in Germany and beyond, and can rely on strong companies. Each one is a specialist in its own area, and all have the common focus on the needs of modern and resource-saving agriculture. "

The business economist has the best references for his new tasks. As sales manager of ANEDO GmbH, he has successfully established and expanded customer relationships over the past four years, as well as strengthened them sustainably. In agricultural machines there are often system solutions and components offered by OEM suppliers. In doing so, he made a significant contribution in strengthening ANEDO's market position.

Prior to this, Stefan Platzdasch was responsible for the sale of universally applicable ISOBUS-compatible precision farming products at REICHHARDT, both in the customer and in the OEM sector. During this time, he successfully accompanied significant changes in the market and customer orientation at the Hessian medium-sized company.

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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 y our 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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