

Hungen, Oberviechtach, January 14th, 2022

PRESS RELEASE

Reichhardt acquires shares in BHTronik

Hessian medium-sized company for innovative Smart Farming products acquires stake in Bavarian electronics specialist

Hungen, Oberviechtach/Germany: At the beginning of 2022, Reichhardt GmbH Steuerungstechnik from Hungen in Hesse has acquired shares in BHTronik GmbH from Oberviechtach in Bavaria. Reichhardt is thus expanding its portfolio with the innovative products from the Upper Palatinate. In the future, both companies will benefit from each other's network and know-how. Together, the two companies have already launched SMART AgLIGHT, the intelligent working light system, which is the only innovation of its kind in the world. The two managing directors of BHTronik GmbH, Christian Baumer and Thomas Hanauer, will continue to manage the business in the new partnership.

"With the specialists at BHTronik GmbH, we can now implement our ideas even better and provide them to our OEM customers. In addition, there are already very interesting products that complement our portfolio in a highly attractive way," explains Andreas Reichhardt, managing partner at Reichhardt, and emphasizes: "But it is also very important to me to be on the same wavelength personally. Only those who tick similarly can also be successful together. And for this reason alone, I am delighted about this new connection".

Christian Baumer, managing partner of BHTronik says:

„The closer integration of the two companies will result in new sales channels and applications for our products. Customers will benefit from the wide range of products offered by the two companies. From customer-specific hardware to application software, everything can come from a single source.“

In addition, further new products and market fields are being developed for the retrofit sector.

Thomas Hanauer, managing partner of BHTronik emphasizes:

„By bundling expertise, both companies and also customers benefit from years of experience. Now it is possible to implement customer projects even more efficiently and quickly. An individual package can be put together for each customer. Our claim: "Reliability and a long service life are of course included."

Press contact for the Reichhardt-Gruppe:

Andrea Reichhardt, Mag. (FH), Marketing, Hofgut Ringelshausen, 35410 Hungen
Phone: +49(0)6043/9645-15
andrea.reichhardt@reichhardt.com , www.reichhardt.com

Press contact for BHTronik GmbH:

Christian Baumer, Schönseer Straße 55 , 92526 Oberviechtach
Phone: +49(0)9671/9393930
christian.baumer@bhtronik.de , www.bhtronik.de

BHTronik at a glance

BHTronik is specialized in the development and manufacturing of electronic products for agricultural and construction machinery. We can refer to more than 10 years of experience in different areas such as development, manufacturing and project planning. The entire hardware, software and mechanics development comes from our own company and is carried out by highly qualified employees. The main focus of the products is in the area of: central electronics, control units, motor controls, telemetry modules, display and control units and LED lighting. The central idea is always "e-solutions all inclusive". For more information about BHTronik visit our website www.bhtronik.de

REICHHARDT at a glance

For over 35 years, REICHHARDT has been developing innovative electronic solutions for agricultural technology, the construction machinery industry and the municipal sector into the series production of the machine manufacturer. The company is known as a Smart Farming partner for automated driving with the highest precision in vehicles and implements. ISOBUS-compatible, our products help to retrofit the vehicle pool to Agriculture 4.0 in a sustainable and cost-efficient way. The family-owned company from Hesse is therefore the right contact for any size of farm. The subsidiary in the USA serves North and South America, as well as Australia. The company's own manufacturing company ensures the highest quality of all products. REICHHARDT employs around 120 people at three locations. For more information about REICHHARDT please visit our website.

Picture:



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Reichhardt takes over shares in BHTronik GmbH: From left to right: Andreas Reichhardt, managing partner of Reichhardt GmbH Steuerungstechnik, Thomas Hanauer and Christian Baumer, both managing partners of BHTronik GmbH.