

Hungen, September 07th, 2021

PRESS RELEASE

Reichhardt and HBC-radiomatic agree on strategic partnership

Specialist for automatic steering systems cooperates with technology leader for industrial radio control systems

Hungen/Crailsheim - Germany: HBC-radiomatic GmbH, a global technology leader in the field of industrial radio control systems headquartered in Crailsheim / Baden-Württemberg, and Reichhardt GmbH Steuerungstechnik, a specialist for automatic steering systems and automation of agricultural, construction and special machinery based in Hungen, Hesse, have now agreed on a strategic partnership. The two companies are thus targeting projects and applications with self-propelled machines that additionally require a safe manual control option by an operator - for example, when loading and unloading the machine from a transport vehicle, for troubleshooting or for maneuvering tasks. As the combination of manual and autonomous machine control is becoming increasingly important, the two companies' goal is to develop trend-setting, integrated solution packages for the market

"HBC-radiomatic has a first-class name in the industry as a highly innovative company and as a quality provider with many years of experience in the development of customized, safe radio controls," explains Dr.-Ing. Thomas Pohlmann, Managing Director of Reichhardt, "this corresponds exactly to our own company philosophy and also to the expectations of our customers. We are therefore very pleased to be able to offer the market trend-setting, integrated solutions with HBC-radiomatic as a partner with immediate effect."

Thomas Roels, Sales Manager and Member of the Executive Board at HBC-radiomatic, is also extremely happy about the agreement. "The efficient combination of our wireless, operator-guided controls with technologies for autonomous driving of machines is also becoming increasingly important in

our markets. With Reichhardt, we now have an enormously experienced, high-performance partner at our side who, like us, stands for high-quality, innovative developments and with whom we can tap into many new potentials."

The cooperation between the two family-run companies began with an initial contact at the start of 2020, and it quickly became clear that there was a very good fit both on a professional and personal level. "We value long-term cooperation with all our business partners," emphasizes Thomas Roels. "Trust and openness are enormously important to us. This is exactly what we have experienced with Reichhardt from the very beginning. We are convinced that we have made a very good choice with this strategic partnership."

Currently, HBC-radiomatic and Reichhardt are already working on several joint projects in the field of agricultural and municipal machinery.

Press contact:

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

Reichhardt at a glance

REICHHARDT has been developing innovative electronic solutions for agricultural technology, the construction machinery industry and the municipal sector for over 35 years. The range of services extends from the development of software and hardware for control and regulation systems for electrical and electronic equipment in mobile machinery to the supply of complete hardware cable harnesses and electronic assemblies from our own production - into the series production of the machine manufacturer.

The company is known to farmers and contractors as a Smart Farming partner for automated driving with maximum precision in vehicles and implements, as well as for the provision of RTK signals via an innovative cluster solution (RTK CLUE). Due to the ISOBUS compatibility of the products as well, as the possibility to upgrade the vehicle pool to Agriculture 4.0 in a sustainable and cost-efficient way, Reichhardt is the suitable partner for any farm size. SMART COMMAND, the new app for smart farming applications via mobile devices, ISOBUS compatible and intuitive to use, closes the gap to machine control and management and integrates Smart Farming into daily business. Reichhardt's U.S. sales subsidiary serves North and South America, as well as Australia. The Reichhardt Group employs about 120 people at its three locations....

A brief portrait of HBC-radiomatic GmbH

HBC-radiomatic GmbH was founded in Crailsheim in 1947. As a global technology leader, the third-generation family-owned company develops and produces high-quality radio remote controls for industrial applications. The possible applications range from crane technology to conveyor systems to construction machinery technology, from forestry and agriculture to ship and port technology to potentially explosive working areas.

A trademark of HBC-radiomatic is the proven quality from our own production. Around 90 percent of the components come from production at the company's headquarters in Crailsheim. In Germany alone, the radio specialists currently employ more than 430 people. An international service and sales network with 6 own subsidiaries and partner companies in over 40 countries guarantees competent, personal support for customers around the globe.

Pictures:



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From left to right: Thomas Roels, Sales Manager and Member of the Executive Board at HBC-radiomatic, Dr.-Ing. Thomas Pohlmann, Managing Director of Reichhardt GmbH Steuerungstechnik.

As the combination of manual and autonomous machine control is becoming increasingly important, the aim of the two companies is to develop trend-setting, integrated solution packages for the market