

COMPANY PROFILE



**Our Mission...To Exceed Our
Customers' Expectations of
Quality, Service, and Innovation.**

THE COMPANY



TODAY

Long Lasting Products...

This attention to detail makes Reinke products some of the longest-lasting in the industries we serve. Many of our irrigation systems have been operating for decades with only scheduled maintenance, providing dependable service year after year. This attribute makes Reinke products especially desirable in remote regions around the world and here at home.

Affordable Products...

Because of the quality and long life provided, our customers agree that Reinke products are all very affordable and provide outstanding return on investment. When you compare total expenditures for a product (including initial purchase price, maintenance costs, and operational costs), you will find that Reinke products lead their respective fields with regard to lowest cost over the life of the product.

Easy to Use Products...

Perhaps the most important trait of a Reinke product is ease of use. Every Reinke design is prepared with the end user in mind: Simple-to-operate electronics, easy-to-operate mechanical components, all engineered to be extremely user friendly.

Innovation and Superior Products...

Reinke remains committed to supplying growers worldwide with superior products. Our production capabilities were recently enhanced with the addition of the new ReinCoat® galvanized coatings division. This state-of-the-art facility allows us to consistently provide high quality galvanized products in an energy efficient and environmentally friendly manner.

Top-Quality, Professional Dealerships...

At Reinke, we understand that one of our greatest strengths lies in the quality of our dealers and their commitment to providing superior service. Reinke irrigation dealers are a select group of industry professionals, chosen specifically for their knowledge, experience and service capabilities. More than a sales person, your Reinke dealer is a reliable, knowledgeable partner in your operation: A true professional in the field.



We Deliver...

Quality Products... They come from the heart at Reinke. With work ethics steeped in the tradition of settlers who arrived here in the 1800s, Reinke employees know their success is based on the success of the products they manufacture. As a result, Reinke products are renowned for fit and finish.



PROFILE



Reinke is committed to customer satisfaction, and to developing our growing global market as well. Our International Sales Group has distributors in more than 35 countries.



World's Oldest and Largest Company...

Reinke Manufacturing Co., Inc., is one of the world's oldest and largest manufacturers of center pivot and lateral move irrigation systems. Our systems are in operation throughout North America, as well as in various countries in Africa, Asia, Australia, Europe and South America.

We are growing and changing...

Reinke is growing, changing and putting technology such as GPS guidance, variable rate irrigation controls, telemetry options and touch screen technology to work in agriculture. The Reinke Engineering Department continues to develop breakthroughs and refinements, for mechanized irrigation equipment. We continually strive to better serve our customers in solving problems and increasing profitability.

Located in the Heartland of America...

Located in the heartland of America, Reinke is headquartered in Deshler, Nebraska. The Deshler, NE and Belleville, KS facilities, encompass nearly 90 acres with more than 14 acres of manufacturing space under the roof. Both locations feature modern, spacious manufacturing and office facilities, along with state of the art fabrication and robotic welding systems staffed by skilled people who take pride in their workmanship.

Extensive Experience...

When it comes to steel and aluminum fabrication, the company has the equipment, the know-how, and decades of experience to produce steel, aluminum and stainless steel products and components. The extensive Reinke engineering experience has gained the company a national and international reputation for producing the highest quality and most reliable products.

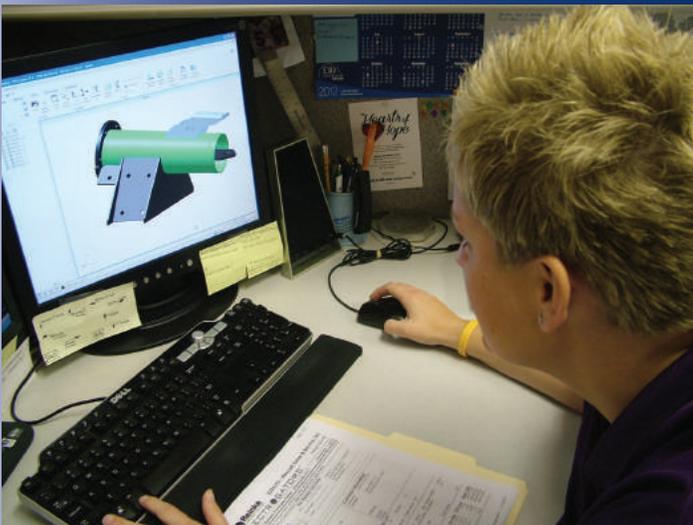
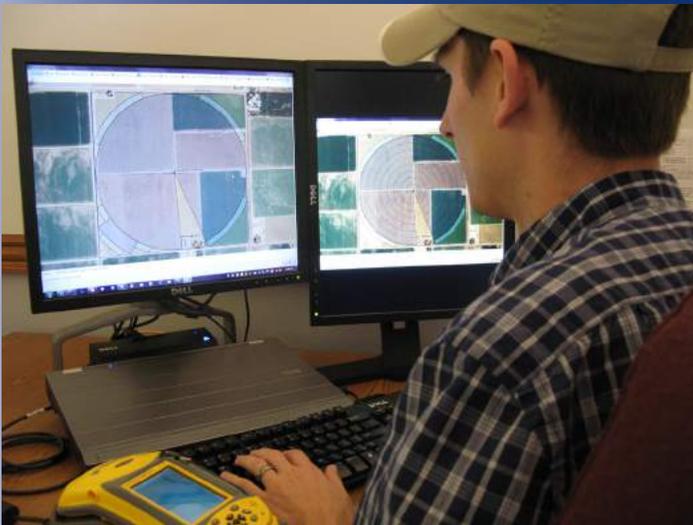
Research and Development...

Ongoing research and development is a Reinke standard, not limited to equipment only, but includes methods and applications as well. Long known as a builder of top-quality, reliable and innovative steel and aluminum equipment for agriculture, the company is moving rapidly into a leadership position in world markets. Reinke continues to gain recognition for engineering advances that enable its products to perform at optimum levels under widely varying conditions.

This attention to detail enables the company to ensure that the end user receives a high quality and reliable product which will provide many years of reliable service. All components of a Reinke product are continuously tested and retested, surpassing the most rigid quality standards. Before a product receives the Reinke name, professional quality assurance personnel thoroughly inspect fabrication, including welding work, to ensure it is reliable and durable.

QUALITY





Experienced Sales Staff...

An experienced sales staff teams up with engineering and manufacturing in order to insure customer satisfaction, helpful, prompt, reliable and courteous service is something on which Reinke customers can depend.

Improved Technology...

To better provide our customers with high quality products, the ReinCoat galvanized coatings facility was added in an effort to continually improve our operations and implement the best available technology.

Superior Customer Service...

Reinke has highly trained and professional Dealers that know their stuff. Continuous factory based education and development programs such as the Reinke Pride Program and the Reinke Plus (Proven Leaders in Unmatched Service) Program are incorporated into every full-service Reinke irrigation dealership. The Pride Program is a dealer excellence program that awards dealers for superior appearance and performance. Certified Reinke Plus technicians are trained in a factory sponsored setting to deliver the most reliable customer technical support in the industry.

Reinke
plus
program



PEOPLE



Quality People Make Quality Engineered Products



Chris Roth
President



Russell Reinke
First Vice President



**Sandi
Reinke Wendell**
Director



Robert Reinke
Director

A Message From Management

To Our Friends, Customers, Suppliers and Associates:

Our company is well-positioned to continue our growth in the Global Marketplace. Our financial position is strong. We are committed to research and development and the plant equipment investments necessary to keep our products in a leading position. Our employees understand that each product is a significant investment for your operation.

In our organization today, we have removed the traditional barriers among engineering, manufacturing, purchasing, marketing, sales and customer service. We have erased such labels as management and laborer. We are just as comfortable doing business in Beijing, Zambia and Buenos Aires as we are in Deshler, Nebraska. We have extended our factory boundaries by reaching out to our suppliers and making them part of our goals, united in a common purpose – satisfying our customers.

With this philosophy of working and achieving together, our company has enjoyed positive growth since 1954.

We acknowledge the continued commitment and performance of our people and loyal dealer network. This dedication will give our company a dramatic boost in profitable growth in the years ahead.

We believe in involving all of our employees, thus creating a unique sense of pride and accomplishment in every level of management and production.

Our continued success depends on our customers' satisfaction. We carefully listen to their needs and concerns. This customer focus makes Reinke a stronger company.

HISTORY



First Electrogator® center pivot ever built going strong since 1968

Reinke Manufacturing Co., Inc., reserves the right to discontinue models at any time or to change specifications, design or accessories without notice and without incurring obligations.



Richard F. Reinke Founder
1922-2003

Our Continuing Commitment To Our Customers...

Richard F. Reinke, founder of Reinke Manufacturing Co., Inc., was a pioneer in the irrigation industry. Many of the innovations he conceived have become standards for the industry throughout the world.

In 1954, Mr. Reinke formed the company on a family farm and began manufacturing farm and commercial building structural components. Over the years, the company's emphasis moved towards the manufacture of mechanized irrigation systems.

Its growth and continued success since then is a tribute to the men and women who comprise Reinke Manufacturing Co., Inc.

The traditional values mentioned earlier in this piece are one of the keystones of the Reinke operation. Our employees understand that each product is a significant investment for your operation. That's why they believe in building the best irrigation products possible.

This commitment to quality, reliability and innovation adds up to a much bigger commitment to you, the customer: a commitment to ensuring you are not only pleased with your first Reinke product, but that you're pleased enough to choose Reinke again and again. Satisfied Reinke customers across the country tell us they couldn't be happier with the quality and reliability of our products, and with the service and parts provided by our dealers.

All of us at Reinke invite you to become part of the growing family of satisfied Reinke customers. You will find that your Reinke equipment will serve you long and well.

When you are in the area and would like to visit our facilities, we will be happy to arrange a tour.

From all of us at Reinke, thank you for taking the time to review this company profile. Rest assured if you are searching for any of the products that Reinke builds, you need look no further – you've found the very best.



Reinke Manufacturing Co., Inc.

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Deshler, Nebraska 68340

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Manufacturing Facilities:

Deshler, Nebraska
Belleville, Kansas
Beijing, China

Warehouse Facilities:

Deshler, Nebraska
Amarillo, Texas
Burley, Idaho
Venado Tuerto, Argentina
Rostov, Russia
Brisbane, Australia
Durban, South Africa

Office Locations:

Deshler, Nebraska
Beijing, China
San Luis Potosi, Mexico
Venado Tuerto, Argentina
Rostov, Russia
Brisbane, Australia
Durban, South Africa



Reinke
MORE RIGHT THAN RAIN

ReinCoat™