



## TIFTON, GEORGIA DISTRIBUTION CENTER

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The southeast United States offers a temperate climate that is beneficial to growers. Many are able to produce two harvests per year. With a season starting in February and ending in mid-November, irrigation equipment must be able to handle extended use.

Reinke irrigation equipment is popular in this region, and Reinke dealerships have nearly doubled in the last decade. Reinke Manufacturing has supported this growth with a new distribution center in Tifton, Georgia. Outbound shipments began Feb. 1, 2019. Dealerships can provide the quality service their customers have come to expect, even faster.

"Increasing the responsiveness of the Reinke dealer network is our goal," said former Vice President of North American Sales Mark Mesloh. "By expanding what this facility offers, we are able to provide parts to these regions without waiting for them to ship from our manufacturing center. This makes it easier for farmers to get the equipment they need to help improve their crop yields."

The employees at Reinke's manufacturing center in Deshler, Nebraska, take pride in making quality parts. The company also invests significant resources in dealer training and support, so dealers have the knowledge and resources to maintain both new and aging irrigation systems.



Reinke dealerships can help producers increase their crop yields by providing state-of-the-art irrigation technology and equipment, as well as keeping it operating smoothly throughout the growing season.

During the Southeast's short down season from mid-November to early February, dealerships stand ready to service irrigation machinery, boosting it to optimal performance.

"I'm excited about having the distribution center in the Southeast," said Mike Mills, Southeast Territory Manager. "The dealers in the Southeast have grown our market

share significantly, and it was time for Reinke to demonstrate to our customers the commitment to them and their operations. Our dealers are going to have significantly better access to a wider array of repair materials and products so they can take care of customers in a matter of hours rather than days and get them going and growing."

The distribution center's opening was timely, the spring rush just beginning in the Southeast. Quicker order turnarounds will help dealerships more efficiently service irrigation systems, so growers can make the most of the season.



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