

Serving Every Industry

Welcome to the summer edition of *Rice Lake Magazine*!

Throughout 2016, we celebrate the 70th anniversary of Rice Lake Weighing Systems. In 1946, when my grandfather, Donald B. Johnson, established the business in the small town of Rice Lake, Wisconsin, he never expected it grow into the international company it has become. Today, Rice Lake serves virtually every industry. This variety is illustrated in articles throughout the magazine.

“The Nose Knows,” tells the fascinating story of diabetic alert dogs who save lives with their sense of smell. As they observe the health of their owners, their health is also monitored—with our RoughDeck® floor scale.

In “Agricultural Intelligence,” you will read about smart farming solutions that incorporate 920i® indicators to maximize feed mill efficiency. You will also read about the livestock component of agriculture in “Five Generations on Lone Pine Farm.”

A galvanized SURVIVOR® OTR truck scale stands up to a corrosive environment in “SURVIVOR in Shining Armor” while an Oregon winery uses an OTR and 720i™ indicator to efficiently manage inventory in “Weighing Wine From A to Z.”

Weight is an integral element in all these stories; however, another industry is moving to a new type of measurement in “A New Way to Ship.” Learn why dimensional weight is the future of freight, and how the iDimension™ 300 can help the shipping sector with its sub-second, accurate capture of dimensions.

From four-legged, life-saving companions to farming, and everywhere in-between, this issue of *Rice Lake Magazine* has something for everyone. These interesting applications may inspire you to implement a new process, learn more about one of our products or pursue an area of growth for your business.

Our company continues to expand at an exciting rate. Today, we serve every industry yet carry on the commitment to customer satisfaction my grandfather established 70 years ago.



Mark Johnson, Jr.
President



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