

## Roots in Rice Lake, Branches Worldwide

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

As Rice Lake Weighing Systems continues to expand across the globe, our origin in the small town of Rice Lake, Wisconsin continues to drive our values and character. Through new international partnerships and acquisitions, our products and services are now more accessible than ever before! You can read more about our latest acquisition in Italy and new South American partnership in the “What’s New” section of this magazine. While it’s exciting to see our worldwide presence grow, at the same time we never forget our roots in Rice Lake. Symbolically, the stories in this magazine are focused on local applications in the state of Wisconsin.

In “The Wisconsin Brand,” you will read about our livestock scale manufacturing process, which has been certified by the Wisconsin Economic Development Corporation (WEDC) to carry the distinguished “Manufactured in Wisconsin Logo.” This logo embodies the values of hard-working, small-town employees who are linked to each and every scale we produce.

“Under the Indy Lights” follows Aaron Telitz and his Rice Lake sponsored race car through the ranks of professional racing. After winning the 2016 Pro Mazda Championship, this native of Birchwood, Wisconsin, is setting his sights on the next level in his quest to reach the Indy 500. “Community Strength” brings the spotlight to nearby Birchwood Food Pantry, which uses a RoughDeck® floor scale and 420 plus weight indicator to streamline their checkout process, as well as easily track incoming and outgoing food.

In “The Spirit of a Brew,” we raise our glass to local entrepreneurship and reliable equipment! You will learn how Rice Lake’s weigh modules and weight indicators keep the local spirit alive at the Chippewa River Distillery.

“No Waste of Energy” highlights our heavy capacity axle scales installed at a transfer station in La Crosse, Wisconsin. In this challenging environment, only the most durable equipment can survive! Shifting from toughness to intelligence, explore the new world of high-tech industry in “Internet of Things” with a focus on emerging technologies and how they can apply to Rice Lake products.

I hope you enjoy these stories and consider similar product applications that can be created in your local area. Remember, as the branches of Rice Lake’s business extend to new locations around the world, our roots will always be in Rice Lake.



Mark Johnson, Jr.  
President

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