

Service. Selection. Speed.

These three words define Rice Lake Weighing Systems.

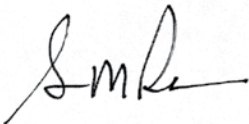
Dating back to our origin in 1946, providing unmatched service has always been the focus of our business. Rice Lake's unique beginning as a service company, concentrating on scales in the dairy industry, helped construct this principle and it has endured the test of time. It is ingrained in everything we do and continues to be the epicenter of our identity.

More recently, our selection has grown by leaps and bounds. Today, Rice Lake Weighing Systems carries over 40,000 different products in stock and ready to ship, meeting the needs of almost any application. We also routinely build custom solutions for applications outside the norm, delivering a valuable on-demand response for products in complex configured systems.

Because of our vast selection and commitment to service, Rice Lake is able to provide unparalleled speed. Over 80 percent of orders we receive are shipped the same day because we recognize the value of time. We put our customers first, making Rice Lake the scale industry's first choice.

This edition of *Rice Lake Magazine* features exciting stories that highlight Rice Lake's service, selection, and speed.

It's what we know best—and what makes Rice Lake the best by every measure.



Steve Parkman
Chief Operating Officer

Steve Parkman demonstrates Rice Lake's Competitor Series Body Composition Analyzer, which takes traditional health scales to the next level. It uses bio-electrical impedance to measure body fat, water, muscle ratios, and more.

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