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Reinke and CropX partners to develop Unified Platform Integration for farm applications

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Reinke Manufacturing, a leading center pivot irrigation manufacturer, and CropX Technologies, the developer of a comprehensive digital agronomic farm management platform, announced they are taking their strategic partnership to the next level with a visionary integration that transforms the farmer experience.

With this new integration, farmers can now view CropX data directly within Reinke's new ReinCloudÂ® 3 platform, eliminating the need to toggle between multiple user interfaces. This seamless, single-platform experience represents a major leap forward in user-friendly farm management, allowing growers to access comprehensive soil, weather, and agronomic insights alongside their pivot control systems in one unified location.

The new integration securely connects CropX and ReinCloud 3, displaying CropX sensors directly on the ReinCloud 3 map with precise location data. Farmers can now access detailed information from CropX's full range of solutions, including soil moisture sensors, evapotranspiration (ET) data, rain gauges, and weather stations, all within ReinCloud 3's interface. The integration also works both ways, allowing farmers and agronomic service providers to automatically access Reinke as-applied irrigation data within CropX for agronomic calculations, record-keeping, and reporting.

As part of this collaboration, Reinke is currently offering a free CropX sensor with every new irrigation system. This ensures that every Reinke customer benefits from integrated soil and crop data insights from day one, further strengthening the

connection between field and machine data impacting irrigation scheduling.

"We're building technology that works together seamlessly because that's what modern farming demands," says Chris Roth, President of Reinke Manufacturing. "This partnership demonstrates our commitment to making growers' lives easier through smart innovation."

"CropX brings together soil sensing, satellite imagery, irrigation management, disease prediction, nutrient management, and yield forecasting, all powered by AI and machine learning," says Tomer Tzach, CEO of CropX Technologies. "Now, farmers can access this complete agronomic intelligence directly where they're already working, making better decisions faster."

Since the partnership began in 2021, Reinke and CropX have been committed to easing the grower experience through smart integration. Both companies remain committed to deepening their collaboration, with plans to further integrate their platforms and continue removing complexity from modern farm management.