

## PRESS RELEASE

July 2025

### OptiPoint pro+

### The next generation of headland management from RAUCH

With OptiPoint pro+, RAUCH Landmaschinenfabrik GmbH presents a groundbreaking refinement of the proven OptiPoint pro headland management system. This latest innovation takes the precision and efficiency of fertiliser application to an even higher level and offers farmers decisive advantages when working on headlands.

The headland poses a particular challenge when it comes to fertilisation: here, the amount of fertiliser and the spreading behaviour must be precisely adjusted to avoid over-fertilisation or under-fertilisation.

OptiPoint pro+ analyses a wide range of parameters in real time, including machine characteristics, field geometry and specific fertiliser properties. Based on this data, the system calculates precisely:

- The **optimum switch-on point** when entering the headland
- The **perfect adjustment of the fertiliser quantity and spreading performance** on the headland area
- The **exact switch-off point** when driving out into the headland tramline

OptiPoint pro+ also takes into account the flight distance of the fertiliser and the spreading width of the machine.

#### New functions – greater control and quality

- **Perfect terminal documentation:** All start, stop and adjustment points for fertilisation are automatically documented on the ISOBUS terminal. This enables complete traceability and accurate recording of operating resources.
- **Switch-off point in the tramline:** Thanks to the newly defined switch-off point, the driver can drive precisely into the headland tramline, even when the fertiliser is flying well. This prevents the headland tramline from being driven over and protects the crop.
- **Individual adjustment to fertiliser and field conditions:** OptiPoint pro+ adapts flexibly to different fertiliser types, weather conditions and field sizes, ensuring perfect application in every scenario.

## PRESS RELEASE

July 2025

### Practical advantages

- **Significantly fewer spreading errors** thanks to intelligent adjustment of spreading parameters
- **Protection of crops** at headlands by reducing the number of passes over headland tramlines
- **Higher yields** thanks to even nutrient distribution
- **More efficient use of fertiliser** and thus cost savings

OptiPoint pro+ will be available as a software upgrade for many RAUCH fertiliser spreaders from autumn 2025.

A family company, RAUCH was founded in 1921 and today is an internationally active manufacturer of agricultural and municipal services technology. The headquarters of the company are located in Rheinmünster near Baden-Baden. RAUCH develops and builds high-quality machines for fertiliser spreading and spreading technology for municipal winter services. In addition, RAUCH is an original equipment manufacturer of seed drill technology components. In the 2023/2024 financial year, a turnover of 113 million euros was achieved with 438 employees. Around 72 percent of the products manufactured are exported.

### Your contact:

Kristina Ernst – Head of Marketing

Phone: 0049 7229 8580 - 2243

E-mail: [kernst@rauch.de](mailto:kernst@rauch.de)