

For Immediate Release

Smart Apply® Adds Two Major Dealers, Expanding Presence in United States, Australia

The company's LiDAR-powered spray system reduces chemical and water use by an average of 50 percent, minimizes airborne drift up to 87 percent.

INDIANAPOLIS, Indiana (July 18, 2022) - - [Smart Apply®](#), makers of a LiDAR-powered precision spray technology that reduces chemical and water usage in fruit and nut orchards and vineyards by an average of 50 percent and minimizes airborne drift by up to 87 percent, today announced the continued global expansion of its dealer network with the additions of Papé Machinery (U.S.) and RDO Equipment in Australia.

The two John Deere-certified dealers have 78 locations between them, significantly expanding local, dealer-direct availability of Smart Apply's Intelligent Spray Control System™. Smart Apply's dealer network now includes the United States, Canada, Australia, New Zealand, Chile, Peru, and South Africa.

Demand for the Smart Apply® Intelligent Spray Control System™ has exploded in 2022, driven by rising chemical costs, water shortages and/or regulations, and growing recognition of the environmental impact of over spraying. The award-winning system is attractive to growers for addressing these issues, but also due to ease of implementation. Sold as a kit, Smart Apply is compatible with most air blast sprayers. The system is operated using an Android tablet and applies chemicals based on the density of individual trees or vines.

Smart Apply Founder and Chairman Steve Booher personally welcomed the company's new dealers. "We're extremely pleased to be represented by Papé and RDO Equipment in Australia, dealers that have earned the business and respect of growers for decades. Growers in the United States and Australia are facing powerful headwinds in terms of rising costs, water issues and environmental concerns. They are turning to trusted dealers for technology-based solutions like Smart Apply to keep their operations on track financially and sustainably while continuing to maximize yields. We look forward to reaching more growers through these dealers."

Smart Apply CEO Jerry Johnson says the Smart Apply Intelligent Spray Control System is based on technology developed and tested by the USDA over nearly a decade of research. "Our technology is proven, but the results achieved in orchards and vineyards in terms of reduced chemical costs, reduced water use, and less environmental impact without sacrificing yields is what truly resonates with dealers and growers."

The [Papé Group](#) was founded 1938 when E.C. Papé acquired his first capital equipment dealership in Oregon. Today, Papé is the leading supplier of heavy equipment in the West. In 2011, Papé launched its John Deere-certified agricultural division, which now has 49 locations in California, Hawaii, Idaho, Oregon, and Washington.

RDO Equipment launched as the official dealer partner for John Deere Construction and Forestry equipment in Australia (excluding WA) and operates 29 dealerships across the country. Today, the partnership includes agricultural and turf equipment sold and serviced at 22 locations of those locations. Parent company [RDO Equipment](#) has 75 dealer locations in the United States and has represented Smart Apply since 2021.

The Smart Apply® Intelligent Spray Control System™ is the winner of the 2021 World Ag Expo Top 10 Award, 2021 SIMA Paris Gold Award and 2020 ASABE AE50 Outstanding Innovation Award.

About Smart Apply, Inc.

Smart Apply, Inc. is a Delaware C Corp based in Indianapolis, Indiana, that created the laser-guided, density-based, precision sprayer technology in conjunction with the USDA. The Company markets the Smart Apply® Intelligent Spray Control System through dealerships around the world. The Smart Apply system is proven to reduce chemical and water use by more than half, with less waste, less drift and less labor. [Learn more.](#)

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