

ROCK RIVER LABORATORY ASSOCIATE LAB NETWORK

JOIN THE LAB NETWORK WITH YOUR SUCCESS IN MIND

Built on 50 years of analysis experience, Rock River Laboratory equips the agriculture industry with the tools and answers needed to make decisions for successful outcomes. Rock River Laboratory now offers other laboratories the opportunity to be powered by the same features that have shaped and grown Rock River Laboratory. Becoming a Rock River Laboratory associate lab means licensed use of our accurate NIR calibrations as well as tapping into a support system that includes:

STAFF EXPERTISE

Rock River Laboratory's team of experts, including an on-staff PhD, acts as an extension to results and overall analysis support. With years of experience across vast areas of the feed and forage industry, our team is at the ready to assist in answering high-level questions and to provide advanced support of your customers' technical needs.

CLOUD-BASED CALIBRATION MANAGEMENT SOFTWARE

Employing the latest technology available, Rock River Laboratory's accurate calibrations are available to registered users via a cloud-based management system. This software carries consistent, centralized results for each and every laboratory in the network, while giving you confidence in the analyses that your customers receive.

SALES ASSISTANCE

Through our experienced sales and marketing team, Rock River Laboratory helps promote the entire laboratory network to help develop and grow relationships in your region and beyond. Technical webinars, social media events and various other promotional support pieces create numerous opportunities for you to share expertise and build trust with your own customers.

ACCURATE CALIBRATIONS

Based on years of research, analysis and expert review, Rock River Laboratory's calibrations bolster confidence in results for your customers. With experience analyzing feeds from all over the world, Rock River Laboratory has built a database ready to handle your customer feed and forage analysis needs.



READY TO HAVE YOUR LAB POWERED BY ROCK RIVER LABORATORY? CONTACT US AT:

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