



MEDIA RELEASE

Oria Agriculture Introduces New Fleet Management Application in Europe

Saint-Didier-sur-Chalaronne, France – August 26, 2026 – GRIPP, an innovative platform for agricultural and industrial equipment management, is pleased to announce its partnership with Oria Agriculture to support its development across the European market.

Founded by Tracey Wiedmeyer and Jenkin Lee, GRIPP was created from their combined experience in agriculture, construction and technology. Having witnessed the daily challenges faced by farmers, dealers and field teams in managing equipment information and communication, they developed a collaborative platform designed to connect people, equipment and critical data within a single environment.

Oria Agriculture, an agricultural distributor based near Lyon, France, has been seeking a platform to simplify machine maintenance, service and parts tracking for farmers, dealers and machinery manufacturers. The GRIPP platform offers the simplicity needed by farmers to connect to their dealers, machinery manufacturers and trusted service providers in real time for service, support, parts and more. This is an exciting addition to their product portfolio and rounds out tools for anyone interacting with machinery.

“GRIPP offers QR code stickers that get affixed to any piece of equipment. Scanning this machine specific QR code provides information, images and all past communication. Having all of the history and information at your fingertips will be a significant advantage for farmers and gives dealers and machinery manufacturers 2-way communication with their customers for service, support, warranty, recalls and offers” said Bertrand Plessis of Oria Agriculture.

“We created GRIPP to simplify equipment management and strengthen the relationships between dealers, manufacturers and their customers so they stay in the consider for future purchases. Our partnership with Oria Agriculture represents an important step in supporting GRIPP’s growth across the European market,” said Tracey Wiedmeyer and Jenkin Lee, Co-Founders of GRIPP.

For further information about GRIPP and its availability in Europe, please contact Bertrand Plessis at bplessis@oriaagriculture.com or +33 6 03 87 80 78

www.oriaagriculture.com/en/products/gripp-application

About GRIPP www.gripp.ag

GRIPP was founded by Tracey Wiedmeyer and Jenkin Lee with the goal of simplifying equipment management and improving collaboration between field teams. Drawing on their experience in agriculture, construction and technology, they developed a platform that centralises information, improves communication and enhances equipment tracking and management.

About Oria Agriculture www.oriaagriculture.com

Oria Agriculture works with leading North American and international manufacturers to distribute innovative agricultural equipment and technologies throughout Europe via a professional dealer network. Oria Agriculture provides European farmers with proven technologies and equipment designed to improve productivity and optimise farm operations.

