

For Immediate Release

Seiler Geospatial Expands Regional Presence with Acquisition of NEI Territory in Louisiana, Arkansas, and Mississippi

Transaction strengthens Trimble's authorized dealer network while maintaining continuity of local service and support

ST. LOUIS (January 29, 2026) – Seiler Geospatial, a leading provider of geospatial solutions, surveying equipment, and positioning technology, announced today that it has acquired the Louisiana, Arkansas, and Mississippi territory previously served by NEI (Navigation Electronics, Inc.), strengthening Seiler's presence across the South Central United States.

With a long history of supporting the Trimble brand, Seiler is proud to move Trimble forward in this expanded territory, bringing deep product expertise, trusted local relationships, and continued investment in Trimble's geospatial technology to help customers work smarter and with greater confidence.

This strategic expansion allows Seiler Geospatial to directly serve customers in all three states with enhanced sales, service, and support resources, while continuing to represent Trimble and other industry-leading geospatial and mapping technologies.

"We are excited to welcome customer partners in Louisiana, Arkansas, and Mississippi to Seiler Geospatial," said Tom Seiler, executive vice president of Seiler Geospatial. "This acquisition aligns with our long-term strategy of investing in people, infrastructure, and customer support. Our focus is on providing local expertise backed by a strong service organization and a deep commitment to our customer partners' success."

NEI has served surveyors, engineers, and geospatial professionals in the region for decades, building strong customer relationships and a reputation for integrity and technical expertise.

"NEI has always placed a high value on customer relationships and long-term partnerships," said Barbara Poche, William Poche, and Kelli Poche Guidry, owners of NEI. "We believe Seiler Geospatial is the right organization to carry that commitment forward. Their culture, technical depth, and investment in service make them an excellent fit for customers across Louisiana, Arkansas, and Mississippi."



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Customers in the acquired territory will benefit from Seiler Geospatial's expanded resources, including service technicians, training programs, technology demonstrations, and access to a broader portfolio of geospatial and mapping solutions.

"Our goal is a seamless transition," noted Eric Seiler III, vice president of survey sales. "We look forward to building on the strong foundation NEI has established and earning the trust of customers throughout the region. We are excited to welcome new team members into Seiler Geospatial."

Additional details regarding local offices, service coverage, and customer support contacts will be shared in the coming weeks.

About Seiler Geospatial

Seiler Geospatial, a division of Seiler Instrument & Manufacturing Company, is a premier provider of advanced surveying, mapping, GNSS, drone, and geospatial solutions across the Midwest. Established in 1945, this fourth-generation, family-owned business is known for its service and commitment to their customers. By partnering with industry leaders like Trimble and other leading manufacturers, Seiler delivers high-precision technology and support to professionals in the engineering, construction, public safety, and GIS sectors.

For more information:

Seiler Instrument & Mfg. Co., Inc.
3433 Tree Court Industrial Blvd.
St. Louis, MO 63122

Mark Jeffrey
Email: mjeffrey@seilersolutions.com
Mobile: 314-330-2315