

Mastering the Craft of Growing Media

Cultivate'15

An AmericanHort Experience

July 11th to 14th • Booth #1529



**technical
Grower
talks**

by Berger

Best potting practices

Sunday July 12th, 6:30 to 7:30 p.m.
Crowne Plaza Hotel, Muirfield A room

What is it?

Berger's first complimentary Technical Grower Talks will be held during Cultivate'15 show. Hosted by Berger experts, this seminar will focus on the best horticultural practices for the most challenging cultivation issues and will offer different tools to help professionals grow better.

This first technical session will establish strong bases to level up professional growers' benefits.

Berger experts will offer easy to integrate practical tips and hints for better bottom line and a boost of inspiration.

This Technical Grower Talk will give you a VIP access to Berger's annual Happy Hour. Come by to cheer with us to another challenging but successful year!

How can I register?

This no charge educational session is open to all professional growers, but places are limited. Make sure you don't miss out on this opportunity and register now!

Call us:
1-800-463-5582

Register online:
www.berger.ca/tgt

Drop by our booth:
Cultivate'15: booth #1529

Wood fiber has proven results

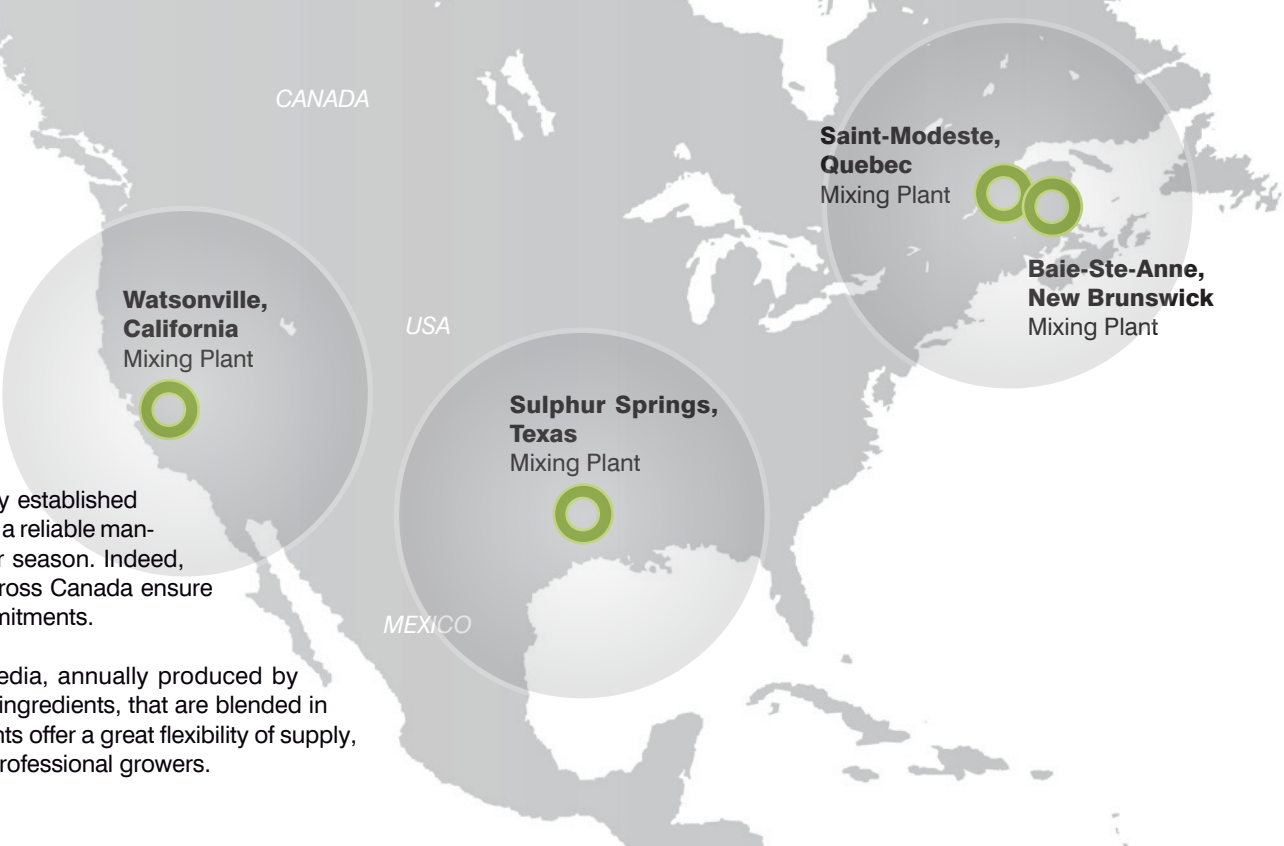
Berger's NF Wood products have been available on the market for 3 years and have since achieved an enviable position among efficient growing mixes. Indeed, professional producers around the world have found outstanding growing results with wood fiber amendment. Focus on these exclusive Berger's products at Cultivate'15.

See full details on page 3.

Berger's Strategic American Facilities

Thanks to our peat bogs and mixing facilities strategically established throughout North-America, Berger can meet your needs in a reliable manner by offering quality products year-round, season after season. Indeed, regardless of the weather, 12 harvesting sites located across Canada ensure the required peat inventory to honor our contractual commitments.

Moreover, each single cubic foot of quality growing media, annually produced by Berger, is proudly composed of superior locally sourced ingredients, that are blended in our American manufacturing facilities. These 4 mixing plants offer a great flexibility of supply, but also a high efficiency of product transportation to all professional growers.



What people say about Berger



Perennial production is **simplified** with BM6, find out how.
berger.ca/testimonial-sp



Find out how the **great water retention** capacity of the BM8 mix satisfies Corstange's clientele.
berger.ca/testimonial-corstange



Learn how Plants Unlimited relies on Berger for **consistent crops**, season after season.
berger.ca/testimonial-plants

Quality Control

More than 280,000 quality tests are taken annually in our laboratory and manufacturing plants to guarantee you the highest products efficiency on the market.

over **125,000**
pH analysis

80,000
E.C. tests

31,000
particle size tests

22,500
saturated media extract analysis

20,000
root inspection tests

6,000
moisture tests



Welcome Michael Tilley

Berger is pleased to announce that Mr. Michael Tilley has joined the Technical Services team as a Grower Advisor. Prior to his joining, Michael spent 5 years with an international agribusiness company providing technical support for sales representatives. With his 15 years of experience, Michael has been involved in many aspects of the horticulture industry: water alkalinity, nutrient management, substrate analysis, identifying nutrient deficiencies and monitoring corrective procedures for commercial floriculture crops. As a grower advisor, Michael will help growers succeed with their growing media by providing technical assistance in ornamental crop management and by developing problem solving tools for the industry.

Learn more about Berger's complete Technical Support team by visiting www.berger.ca or contact us by phone at 1-800-463-5582 or via email at techsupp@berger.ca

Boost your root development with NF Wood

In 2012, Berger was the first substrate producer in North-America to introduce wood fibers into its line of professional growing media as a renewable aggregate. Three years later, Berger can be proud to support many successful growers who have reduced their production time with the exclusive NF Wood products.

The NF Wood substrates are made with fine-quality wood fiber, which offers optimum water-holding capacity, ensuring quicker root development, healthy growth and excellent yield. Furthermore, NF Wood is an eco-friendly additive. With wood fiber amendment, you get high-quality consistent growing media, you also get more—for less, thanks to greater volumes per bag and per shipment.

Here is a list of benefits NF Wood can provide:

- 1 Optimize available water retention with high air capacity**
- 2 Reduce transport costs**
Lightweight.
- 3 Get the most consistent wood-based product**
Thanks to a proven manufacturing method, NF Wood is stable under typical greenhouse conditions, with no nitrogen immobilization.
- 4 Reduce your chemical waste**
Less run-off.
- 5 Get more out of your money**
NF Wood is significantly superior to other organic aggregates.
- 6 Perfect for your specific crops**
Can be used for a wide variety of crops and production systems
- 7 Be a greener grower**
Sustainable, biodegradable and renewable product.
- 8 Plus, it is locally produced!**

Contact us to find out all the significant savings you can make with NF Wood

Cultivate'15, booth #1529,
Speaking Session #A1242,
1-800-463-5582,
techsupp@berger.ca

Up to **13 %**
more yield per bag

Save up to **29 %**
on production time



Nash Greenhouse saves more than 5 days on its 8-week production with NF Wood!

Find out how at berger.ca/testimonial-nash



Save the date!

July 11th to 14th · Drop by our booth #1529

Speaking Sessions

“Wood fiber as an alternative aggregate in growing media”

By Brian Cantin

Sunday July 12th · 1:30 p.m. - 1:50 p.m.

#A1242

July 12th
6:30 to
7:30 p.m.

Register now:

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berger.ca/tgt or
stop by our
booth #1529

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An AmericanHort Experience

**technical
Grower
talks**

by Berger



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Berger's Expert Sales Team

For more information on Berger's consistently superior growing mixes, contact us today!



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Berger's sales team is growing!
Send your resume to rh@berger.ca

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