

Mastering the Craft of Growing Media

What does it really mean to you?

Worthwhile Technical Services

The horticultural industry is in constant evolution. For over half a century, it has literally transformed. As a growing business leader, Berger has progressed as well. The third generation of managers at Berger knows the concerns and challenges of today's industry and shares a global vision, which is to accompany growers around the world in achieving outstanding results.

To do so, providing value-added growing media of the highest quality is no longer enough to reach professional growers' expectations. Producers are not just looking for great production – they also need to find a trusted partner who understands their reality on the ground. They require experts that they can rely on for analyses performed using the latest technology. They are looking for specialists who can help prevent horticultural issues and not just fix them. They need a team that will give them full confidence in their crops' growth and that will work for them to get optimal and consistent

results. Professional growers need a partner who masters the craft of growing media, can offer all of the above, and more.

Berger takes pride in its sales force's privileged relationship with customers, as well as how our clientele can get access to the expertise that goes along with every single bag of growing media.

Berger's technical services are meant to support all professional growers throughout their entire production cycle to optimize and streamline their operations. Our multidisciplinary team can conduct up to 15 chemical and physical analyses in our laboratories. To allow you to take full advantage of these analyzes, interpretation of results is an integral part of our services. You may even request a visit from our grower advisors at your facilities.

Interested?

Talk to your dedicated sales representative or contact us:
techsupp@berger.ca · 1-800-463-5582

New Berger Peat Processing and Bagging Plant for 2016!

Berger is pleased to announce that its eight plant is currently under construction. This new peat processing and bagging plant located on the north shore of the Saint-Lawrence River, in Quebec, Canada, will begin its operations in 2016.

Berger has been harvesting peat in this area for more than 10 years already. Meeting the sustained increase in demand for Berger's products, the manufacturing plant is strategically located near our current and future bog sites, ensuring easier access to high-quality raw material that has built Berger's reputation

since 1963! Moreover, we will boost our production performance so that we can keep complying with all our contractual agreements, making Berger your reliable partner for all your growing media needs.

The construction of this top of the line building is a key project to meet Berger's commitment to the environment. Thanks to the use of compressed bagging system, more product volume per shipment will be possible, but also by reducing the transportation distance between harvesting site and plant, greenhouse gas emissions will be considerably decreased.

Berger is more than happy to improve its plant network, so that day after day, we can keep manufacturing the best products that are adapted to professional growers' reality and continue to help growers achieve optimized results. This is how, we master the craft of growing media.



Choosing the Right Mix Components

When it comes to mix selection for a specific crop, in a precise environment but also with established watering and nutrient feeding methods, it can be hard to know what components to consider. Berger's experts worked on something that might be very helpful for your next trial!



Peat Moss

Sphagnum peat fibers have the characteristics of a sponge. They can absorb up to 20 times their dry weight in water and nutrients, and release it over time, making it the preferred component of professional growing media. Berger's peat is always consistent thanks to a balanced ratio of different peat sources from multiple bogs as well as a meticulous handling process.



Perlite

Expanded in-house and sieved to isolate coarse and fine particles, Berger's exceedingly consistent perlite is manufactured to meet the highest quality standards. It is chemically inert, therefore it helps increase air space and drainage in a growing media without affecting the pH.



Vermiculite

Manufactured in our state of the art facilities, our vermiculite is blended in Berger mixes only after being sieved and undergoing a rigorous quality control process. Improves nutrient retention and availability while helping evenly distribute water throughout the growing media after irrigations. Stimulates the rapid development of a healthy root system which is critical for young plants.



Wood Fiber

Optimized equilibrium between water retention and air porosity. Sustainable, biodegradable and renewable product that helps reduce the use of chemicals. Specifically designed through Berger R&D with distinctive characteristics adapted for our blends. Controlled all along the production line.



Compost

Increases growing media's ability to retain water. Compost also provides nutrients and beneficial microorganisms. Our consistent high quality OMRI certified compost is made at Berger facilities. It is constantly monitored during all the phases of the composting process and protected from contaminants while it matures and during storage.



Bark

Increases aeration and improves drainage to promote a vigorous rooting system. Heavyweight, bark has a slow decomposition rate and is great for pot stability which is critical for long term crops. Following rigorous quality control standards, Berger produces different grades of bark to cater to the various needs of growers for both indoor and outdoor productions.



Red Wood

Mainly used in nursery productions, aged redwood is an excellent growing media component. It is also appreciated under greenhouse conditions thanks to its adaptable physical properties, giving the ability to adjust the air/water ratio. Berger produces three different grades of redwood to meet the needs of growers on the West Coast.



Coir

By utilizing different grades of coir, the physical characteristics of a growing media can be tweaked to increase or decrease air capacity. This biodegradable component can also improve water distribution. Berger utilizes coir that has been consistently processed and thoroughly treated to ensure uniformity and low EC levels (salt content).

New Berger Experience at Cultivate16

An AmericanHort Experience

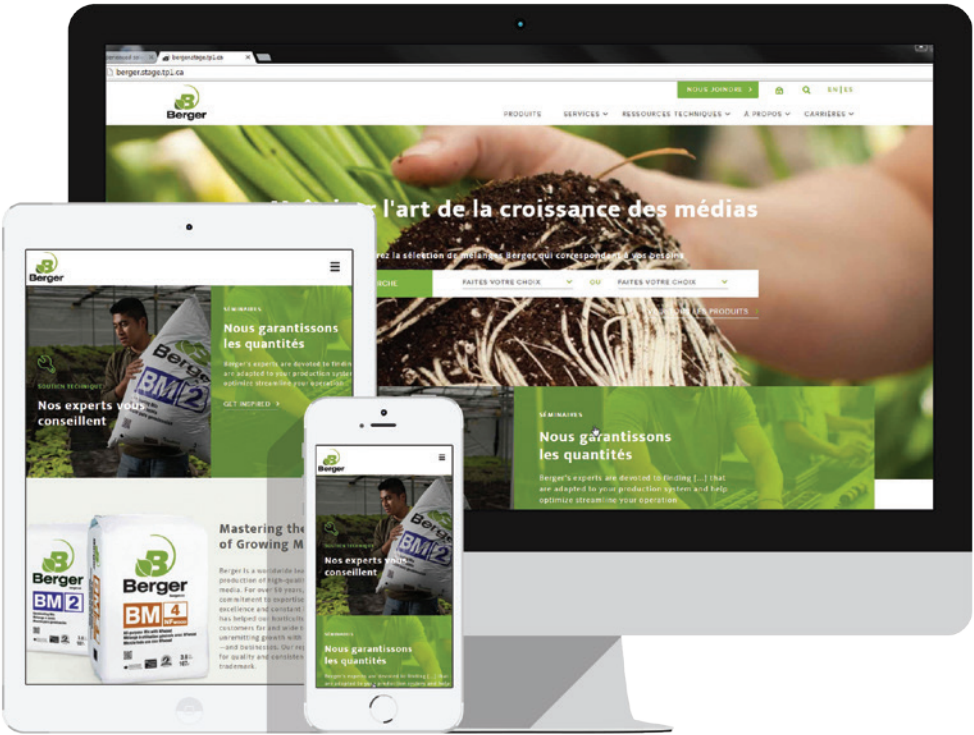
For all Cultivate’s enthusiasts, you have witnessed Berger evolving in this trade show for over 25 years, and every single time, we have tried to level up the experience. But this year, we are talking a different language. Next July 10-11-12, be ready for a whole new start!

This new huge booth will allow us to make your participation even more interactive. You want to see, touch and feel crops grown in Berger mixes? We’ve got it. You want to chat with your sales representative? We have a private meeting area. You want to have access to Berger’s technical expert team? We offer a flexible schedule of technical conferences featuring 10 different topics on growers’ daily concerns. And the best is, you can just stop by - one of our Grower Advisors will take time to answer your questions.

Get Berger’s complete program at berger.ca/cultivate16

At Cultivate’16, it’s a no-brainer; you have to come by Berger’s booth!

July 9th to 12th • Booth #1247



Website Improvement

To be a family-owned company that stands by its business partners means to be fully dedicated on all aspects of the whole customer service experience. With today’s digital communication, our personalized approach starts in your office – That’s why Berger is proud to launch its new berger.ca design!

The web platform has been completely revamped to offer a friendly and intuitive experience. Finding the perfectly adapted products has never been so easy with the new mix finder tool. The Technical Resources section gathers expert’s articles, downloadable training guides, videos and other useful tools - and is now just a click away! Mastering the Craft of Growing Media also means providing 24/7 access to practical information, technical data and easy connection with Berger’s experts. Don’t wait any longer and find out what features you love most at berger.ca



Can't wait to check it out?
Access our mobile version by scanning the code.



Did you know?

Berger offers a large variety of seedling and germination mixes, but did you know specific high-performance recipes are blended to suit paper pot growing media system? Ask you sales representative or contact our Customer Service for further information!

1-800-463-5582



Benoit Corbeil
Sales Director
514-444-9173
benoitc@berger.ca

Berger's Expert Sales Team



United States of America



Scott Bedenbaugh
Divisional Sales Manager
850-217-5802 · scottb@berger.ca



Jamey McEwen
Divisional Sales Manager
973-698-5731 · jameym@berger.ca



Troy Haney
Divisional Sales Manager and
Washington, Oregon, Idaho, Nevada & Utah territories
207-227-0897 · troyh@berger.ca



Adam Lyvers
Sales Representative
Tennessee, Kentucky, North & South
Carolina and Georgia
865-312-2258 · adaml@berger.ca



Caleb Diggins
Sales Representative
Missouri, Illinois and Indiana
660-651-9722 · calebd@berger.ca



Dave Ferris
Sales Representative
North & South Dakota, Iowa, Minnesota
and Wisconsin
651-398-9183 · davef@berger.ca



Dana Main
Sales Representative
Arizona and South California
760-809-7369 · danam@berger.ca



Eric Stallkamp
Sales Representative
Michigan and Ohio
419-787-6680 · erics@berger.ca



Fred Mac Lean
Sales Representative
Maine, New Hampshire and Vermont
514-917-8658 · fredm@berger.ca



John Santoro
Sales Representative
New Jersey and New York (Long Island)
215-859-1605 · johns@berger.ca



Kevin Long
Sales Representative
Arkansas, Colorado, Kansas, Montana,
Nebraska, New Mexico, Oklahoma,
South & West Texas and Wyoming
405-623-8122 · kevinl@berger.ca



Kevin Staso
Sales Representative
Delaware, Maryland, Pennsylvania,
West Virginia & Virginia
610-389-0857 · kevins@berger.ca



Kristin Shust
Sales Representative
New York, Connecticut, Rhode Island
and Massachusetts
570-709-0560 · kristins@berger.ca



Martha Trubey
Sales Representative
North Texas
214-675-4997 · marthat@berger.ca



Mike Hennequin
Sales Representative
North California
831-750-7316 · mikehe@berger.ca



Peter Hesse
Sales Representative
Center of California
805-431-0741 · peterh@berger.ca




Tim Schinke
Manufacturers Representative
Alabama, Louisiana and Mississippi
630-258-4391 · tims@berger.ca




Victor Gonzalez
Sales Representative
Florida
321-277-7162 · victorg@berger.ca

Canada

**Specialites Robert Legault
Exclusive distributor**




Robert Dupuis
Vice-President - Sales,
Operations and Marketing
514-444-9172
rdupuis@srlegault.com



Nancy Bokestyn
Sales Director
905-658-2167
nbokestyn@srlegault.com




Bas Brouwer
Sales Representative
Western Ontario and Niagara
905-658-6185
bbrouwer@srlegault.com



Gerry Power
Manufacturers
Representative
Atlantic Provinces
902-877-2248
gerry.power@xplornet.com



Kevin Triemstra
Sales Representative
Central and Northern Ontario
416-881-5293
ktriemstra@srlegault.com



Serge Racette
Sales Representative
Quebec
514-444-9174
sracette@srlegault.com

Latin America



Martin Barrera
Sales Manager
Latin America
(52) 844 427 18 50
martinba@berger.ca



Harold Sagastume
Sales Representative
Central America
(52) 844 431 09 68 - Mexico
(502) 53 06 72 86 - Guatemala
harolds@berger.ca

Asia

Benoit Corbeil
Sales Director
514-444-9173 · benoitc@berger.ca

**Iwatani International
Corporation**
Distributor Japan

KGH Environment Ltd.
Distributor South Korea

Experience the Berger Difference!



customerservice@berger.ca
berger.ca



1-800-463-5582

