



2017 Goal: Staying at the Top

Striving Ever Higher

At Berger, our dedicated multidisciplinary teams always strive to exceed industry standards and anticipate the changing needs of our customers.

Our mission is translated into reality by constantly adjusting and modifying what we offer our customers, in terms of our product range and the variety of our services, as well as how you can take advantage of them. Nothing is left to chance, as our working methods are **continuously evolving** and improving to serve you better.

Staying at the top of our industry means **being visionary** and daring to step out of our comfort zone to advance to the **next level**. Every day, our task is to thoroughly understand your challenges – based on your location, business goals, resources, strengths and competition. We work hard to find tailored solutions that will have a positive, concrete impact on your operation. All of our efforts are driven by a single goal: helping **your business succeed** and excel.

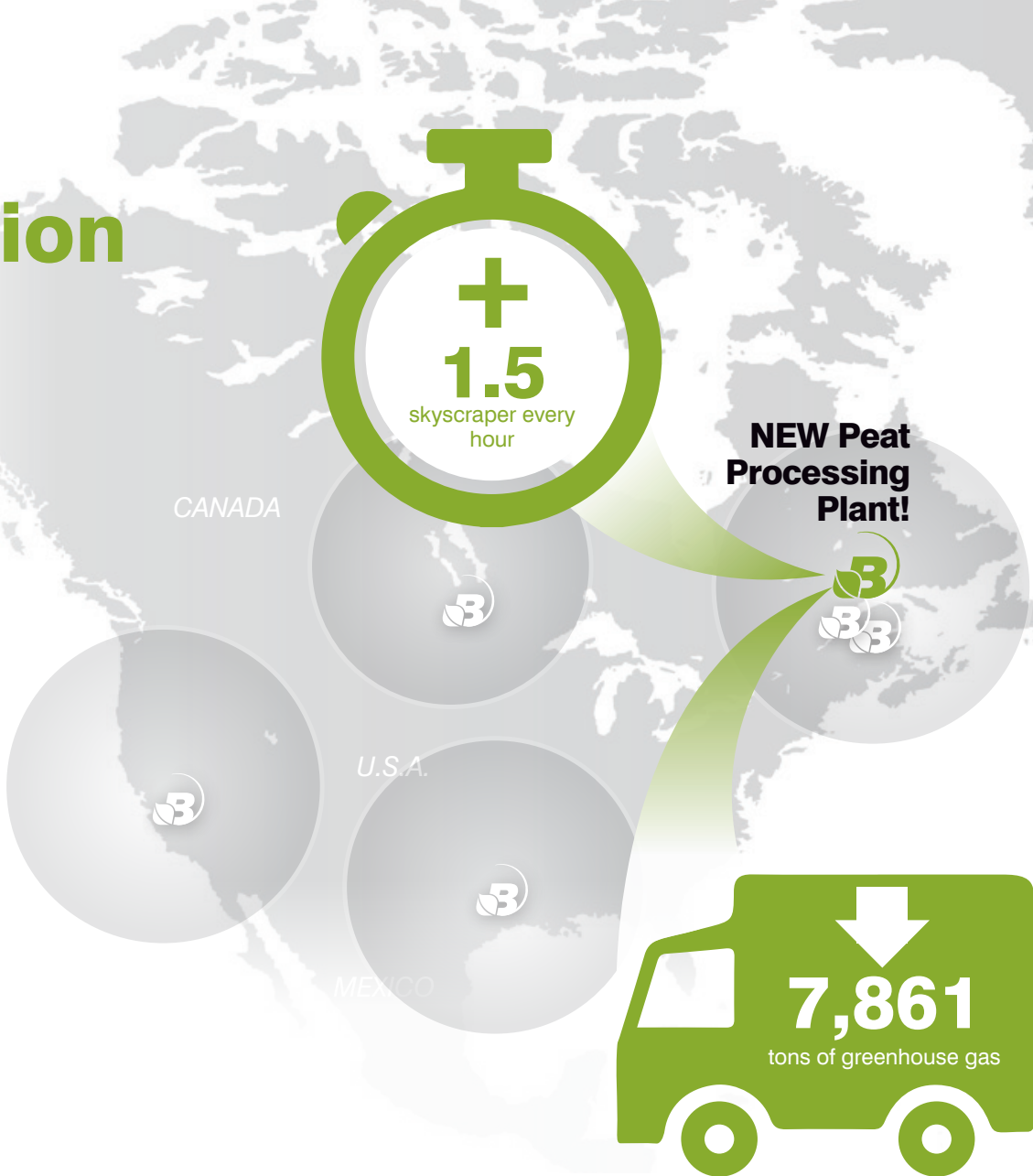
This edition of the Berger Press caps off a very busy year in 2016, but it is also an opportunity to give you a great heads up on how **our partnership will keep us both at the top**.



RPE New Plant: Automation for Higher Productivity

Berger's Rivière-Pentecôte (RPE) eighth site, located on the North Shore of Quebec (Canada) is now in operation. Using the latest technologies, the plant meets Berger's highest production and quality standards, and soon after the start of our peat processing and bagging line, production performance reached an impressive manufacturing rhythm. The fully automated systems allow to reduce downtimes and optimize our production line in order to gain up to 11.5 seconds per cycle, the equivalent of 1.5 skyscraper every hour. To fully take advantage of this new site, three vacuum peat harvesting machines were added to the existing equipment and 15 team members joined the Berger family in the last summer. Professional growers now rely on a greater plant network for growing media supply.

As a growing media industry leader, Berger ensures that all of its actions have a positive environmental impact - bringing into operation this new factory will allow us to eliminate 7,861 tons of greenhouse gas emissions (GHG) per year, by reducing the number of loads carried between the North Shore peat bogs and the closest mixing plant.



Always Improving...

"Everyone we know uses Berger. We love it and so do our customers."



New ISO 9001 Standards

For 20 years, Berger has been proud to hold certification for the prestigious quality standard, ISO 9001. In 2016, thanks to our excellent quality standard management system, Berger's plants in Texas and at our head office in Quebec have both renewed their ISO 9001 certification.

However, to adapt the ISO's quality standards to the real challenges facing businesses today, the certifying body has made some significant changes to its standards. Starting in 2017, Berger's new quality standard management system will follow a risk-based approach. This will help the company develop a stronger structure with regard to risks, as well as improving efficiency.

More than ever, we will be able to ensure that the needs of our customers – always at the heart of everything we do – will not only be met, but exceeded.

High Degree of Satisfaction in the Field

The customer satisfaction team recently surveyed our customers to determine their overall satisfaction with Berger's products and services. The results speak for themselves. Take a look!

Overall average customer satisfaction: **95.57%**

When it comes time to choose growing media, the most important criteria for American growers are:
1- Product Quality | 2- Product Consistency | 3- Product Price
And here is Berger's performance:





Technology that Serves You

Launched last August, the new Berger website makes it easy for professional growers around the world to choose the most adapted quality growing mixes. In addition, the site provides access to a library of reliable expertise, filled with technical articles, training guides and helpful videos.

Many new features have been included in the website, but the most distinctive tool is the very useful online Mix Selection Menu. Based on your preferred substrate component or field application characteristic, this handy tool instantly identifies the Berger products best suited to your needs.

Give it a try now and
enjoy the simplicity of Berger!



Outstanding Competitor Trial Report

Performance is one of Berger's four core values. We run many different growing tests every year in our experimental greenhouse and at our grower-partners' facilities. Specific Berger products are continuously compared to similar products made by our competitors.

The latest competitor trial report features Berger's BM6 All-Purpose Mix, the results are overwhelming!

More Root Coverage

and it goes stronger week after week.

More Volume per Bag

, more pots filled
and reduced production costs.

Contact Berger Technical Services to get the complete results.

Berger's commitment to offering our customers premium growing mixes is always our top priority. Our Technical Services and R&D teams work in close collaboration to stay at the top of the industry in terms of growing media quality. It's definitely worth the extra effort!



... for Your Success

A More Accessible Expertise

The horticultural industry changes quickly, and your company must constantly evolve to respond to different needs and unexpected challenges. To provide state-of-the-art services to guide you throughout the growing process, Berger is building a rock-solid team devoted entirely to ensuring your success.

Access to Better Technical Support

Our team of grower advisors has been expanded so they can be even more attuned to your particular reality. With four horticultural experts now in the field, no matter where you are in the U.S., you can take advantage of a wider variety of services, better product trial support, and closer monitoring of tests and analyses. That's how we share our expertise!

Hassle-Free Logistics

Time is money: it's a fact that will be ever more evident in the future. That's why Berger has reorganized its Customer Service and Delivery Departments, adding qualified staff to serve you better. Checking the status of your order, following up on specific requests, and understanding the delivery process has never been easier!

Our customer service agents are proactive, helping you get things done the way you want them. It's as simple as that.





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