



The Berger PRESS

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Growing with You for 55 Years

This year, Berger celebrates its 55th anniversary!

It all started in 1963, when Huguette Th  berge and her husband, Alcide Berger, founded a business specializing in growing media. In the beginning, the peat was harvested by hand: something hard to imagine today! Since then, the company has been led by successive generations of the family, each contributing to Berger's growth and success.

A lot has changed over the years. The horticultural industry has undergone profound transformation, constantly adapting to new markets, products and technology. In this ever-evolving world, growers across the globe face new challenges and demands each day.

Yes, a lot has changed but, just as importantly, a lot has remained the same. Berger is still driven to anticipate, meet and exceed customer expectations. Our commitment to helping you achieve steady growth with your crops and your business is as strong as ever. Quality, consistency and technical expertise are still our trademarks.

When reflecting on the past, what comes to mind are all the times our company has made a difference to growers, all the times our service and products have helped them grow more and grow better. These experiences challenged us, enriched us, helped us to grow and to keep raising the bar.

The number one factor in Berger's ongoing evolution and motivation is our culture of building strong partnerships with growers. Our success depends entirely on the success of our customers and a close relationship keeps us all at the top.

Who knows what the next 55 years will bring? What will our industry look like in 2073? Berger is excited about all the projects to come. We will continue to proudly serve our family of customers to support you and help you become more competitive. We will keep reinventing ourselves to meet your needs and make our mutual future as successful as the present.

Let's keep growing together!

Innovation That Saves Time & Money

2018 also marks the 25th anniversary of Skyscraper!

Berger was the first company to introduce this packaging format, which is still one of the great innovations that happened to the industry and still making it the **most practical large packaging solution** on the market.



Mastering the Craft
of Growing Media

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We offer a highly personalized approach to help you boost your crops and your business growth.

Berger is not “just” a growing mix company. If we were, we would simply take orders, ship them out, send the invoice and call back when it’s time for a “refill.”

What sets Berger apart is that we help you throughout your entire production cycle to make sure your crops get off to a great start and end with a bountiful harvest.

It may sound cliché, but since we like a challenge, let us show you that Berger puts its money where its mouth is!

A Direct Approach for a Partnership That Meets Your Expectations

1

Every grower is unique. Every crop is different. Every growing environment requires unique care. From the moment you contact us, we take the time to truly get to know and understand the growing challenges you face so we can recommend solutions that are, quite simply, all about you.

Every step of the way, your sales representative is by your side to provide you with the right information - day in, day out. They will give you full information about our wide selection of high-quality and consistent growing media and help you figure out which one is the perfect fit for your specific needs.

No matter where you are located, you can always rely on the ongoing commitment of our 35 sales representatives and grower advisors—and our team continues to grow. Berger is always expanding, both geographically and as a team!

Our Network of Experts Helps You Grow

2

Berger is proud to give you access to our recognized expertise. Our team of specialists is truly dedicated to finding proven and innovative solutions for your production needs. Our experts accompany you throughout the growing cycle, helping to boost growth while optimizing and streamlining operations.

Berger’s grower advisor members, the team who has made Berger the authority in growing mixes are conducting groundbreaking work in greenhouse horticulture to achieve unmatched results in the field. On request, one of our experienced grower advisors can even visit your facilities to help you meet your business objectives.

Berger’s technical scientists can also carry out a wide variety of chemical and physical analyses directly at our state-of-the-art laboratories. Our experts make a point of providing a practical interpretation of your results to ensure that you get the full benefit of these analyses.

You may also rely on the extensive knowledge of our specialized team of equipment mechanics to increase your production efficiency by automating your operation, help with machinery adjustments or to choose the right equipment to enhance your performance. Whatever your challenges, Berger’s experts will work together to make sure you achieve your goals.

Put Us to the Test with a Greenhouse Trial

3

Want to make sure our products fit your needs and circumstances? Challenge Berger’s growing mixes by running a trial at your production facility, in your own horticultural environment, to discover the true value of our consistent products.

Your dedicated sales representative, supported by our multidisciplinary team, including grower advisors, technical service and laboratory crew will:

- Guide you from product selection to trial setup and help you reach trial objectives;
- Take time to establish a custom growing schedule with you, analyzing best cultivation practices during the trial process;
- Ensure rigorous monitoring and frequent performance analysis, allowing fast response if needed.

Give it a try and prepare to be “Wowed” by the Berger Difference!



“Martha, our sales representative, is truly fantastic. She always suggests new material, to see whether it would better suit our needs, and tests products with us on-site. What they do for their customers at

Berger is **beyond belief**. Their kindness and family orientation make it very pleasant to deal with them. We can say that **Southwest Perennials** has grown with Berger, and we’re proud of it.”

“We started using the big bags at **Floritech Inc.** in spring 2016. Since then, we have noticed a dramatic **decrease in total cost** for our production. Not only in soil cost per pot, but labor to move the soil, labor to put the soil in the machine and clean-up labor. In short, since starting with the big bags from Berger, we get the same great quality and consistency, and the same great service. The only difference is we’re saving money.”



One of Maryland’s premier perennial growers began working with Berger last fall. Their initial expectations were exceeded by the distinct quality and consistency of BM7. They were thrilled with how quickly plants transplanted from 72 cell liners. “Many of our liners rooted in the BM7 more quickly than they ever have. Compared to our previous mixes, the difference was immediately noticeable. With BM7, we’ve been able to **shave nearly 3-4 weeks off the production time** on some crops.” Recently their sales representative and sales manager visited this customer who also commented as to how happy their experience has been and also how well their one-gallon plants overwintered in BM7. “Coming from a heavier bark mix, we had concerns about overwintering our plants, but the BM7 held its structure and drained exceptionally well.”

“Berger’s NF products are highly **consistent** and allow us to control the whole production process better.” Made with quality wood fiber, those products provide an optimal **water-holding capacity & superior air porosity**. As this allows for quicker rooting, production time is cut down (by up to a week with some items), which generates savings and allows the company to absorb increases in transportation and material costs more easily.

Nash Greenhouses



George Sant & Sons, a **loyal customer for over 30 years**, is very happy with the relationship with Kevin, their current sales representative. Kevin visits the greenhouse on a regular basis and is always available if they need anything special. Every time they needed to have the mix adjusted or modified, they were able to count on Berger to meet their needs. “They’ve been great to work with and we’ve always ended up with the **product that we needed**.”




“After **successful overwinter trials** in 2016/17, we decided to switch to Berger in spring 2017. So far, we are very happy with rep service and with the quality/consistency of the BM2 that we are using - and the backup, on-site, nutritional support we recently received from Guillermo Maldonado has been tremendously **beneficial** to all our water applicators.”

Pioneer Gardens, Inc.




Berger's Dedicated Sales Team

Thanks to our customers' trust and loyalty, our worldwide sales team has expanded again. Whatever your location, business and growing goals, you will have a committed and easily accessible representative who is driven by one goal: **your success.**




United States of America




NEW Director


Chuck Buffington
Sales Director - U.S.A.
336-543-6388
chuckb@berger.ca




Jamey McEwen
Divisional Sales Manager | Key Accounts
973-698-5731
jameym@berger.ca




Troy Haney
Divisional Sales Manager
207-227-0897
troyh@berger.ca




John Santoro
Divisional Sales Manager
215-859-1605
johns@berger.ca



Kevin Staso
Divisional Sales Manager
610-389-0857
kevins@berger.ca




Matt Drzal
Divisional Sales Manager
517-896-7046
matt@d@berger.ca




NEW Representative


Brent Kenney
Sales Representative
Delaware, Maryland, Eastern Pennsylvania, West Virginia & Virginia
410-251-4337 · brentk@berger.ca



Caleb Dwigins
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




NEW Sales Area

Dana Main
Sales Representative
Idaho, Montana, Oregon and Washington
760-809-7369 · danam@berger.ca




Derek Schumacher
Sales Representative
Nevada, Utah, Colorado, Wyoming and Nebraska
651-491-9910 · dereks@berger.ca




NEW Representative

Jeanne Himmelein
Sales Representative
Michigan
269-998-8958 · jeanneh@berger.ca




NEW Representative


Kevin Hall
Sales Representative
Arizona and Southern California
949-456-4501 · kevinh@berger.ca




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




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



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




Noal Ruckel
Sales Representative
Ohio & Western Pennsylvania
440-220-2276 · noalr@berger.ca




NEW Representative


Paul Matheu
Sales Representative
Connecticut, Rhode Island and Western New York
401-500-3982 · paulm@berger.ca




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




Ryan Wall
Sales Representative
Maine, New Hampshire, Massachusetts and Vermont
774-284-0629 · ryanw@berger.ca




Scott Bedenbaugh
Corporate Account Manager
Alabama, Louisiana and Mississippi
850-217-5802 · scottb@berger.ca



Scott Hurley
Sales Representative
New Jersey and Long Island
609-752-1142 · scoth@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

Asia

Iwatani International Corporation
Distributor - Japan

KGH Environment Ltd.
Distributor - South Korea

Latin America



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

Canada



Nancy Boekestyn
Sales Manager
Canada
905-658-2167
nancyb@berger.ca



Robert Dupuis
Director – Corporate Accounts
Canada
514 444-9172 · robertd@berger.ca



Kevin Triemstra
Sales Representative
Central and Northern Ontario
416-881-5293 · kevint@berger.ca



Bas Brouwer
Sales Representative
Niagara, Ontario
905-658-6185 · basb@berger.ca



Serge Racette
Sales Representative
Quebec
514-444-9174 · serger@berger.ca



Harold Sagastume
Sales Representative
Central America
(502) 53 06 72 86 - Guatemala
harolds@berger.ca