



# The Berger PRESS

berger.ca



# Innovation

LEADING BUSINESS FORWARD



## Growing Innovation

Innovation is the seed that produced Berger's fifty-six years of continuous growth. While forward-thinking has led to developing new technology and producing new products, it has also driven our desire to deliver better solutions to the horticultural world.

Consequently, we are improving our R&D infrastructures. And in the last two years, we have increased our R&D activity by hiring more experts in this field.

**Our R&D team is young and passionate. They are mainly excited about:**

- 1) To better understand the biological, chemical and physical characteristics of every component of a horticultural mix – individually and in combination.
- 2) To deepen knowledge about the variety of plant-soil-microorganism interactions, as well as eventual changes during their development.

Research programs at Berger are developed and executed by our dynamic team of agronomists, environmental engineers and horticultural technicians, all led by a director with a PhD in biophysics.

Our team is also working in accordance with our sales representatives to understand your needs. Collaboration is the key!

### Cultivating the Future

Our R&D investments have led to the construction of a complex of greenhouses, laboratory spaces and offices to accommodate the studies required to develop new products.

Our new greenhouse is on the cutting edge of horticultural technology. Working from six independent growth rooms with computer-controlled environments, the R&D team is showing us how to create the proper physical, chemical and biological conditions horticultural mixes need to optimize plant growth.

Berger also provides our customers with laboratory services for a variety of physical or chemical analyses. Recognized in the industry for their growth expertise, our specialists are dedicated to finding proven and innovative solutions for all kinds of production needs. Our scientists are available throughout the growing cycle to advise professional growers on how to boost production while optimizing and streamlining operations.



Valérie & Mélissa Berger  
Co-CEO

# Our Experts Work for You

Our R&D team serves our customers' growth media needs with in-depth research and innovative ideas that result in ground-breaking products.

## Laura Thériault, agr. M.Sc.

**Project Manager – R&D**

An expert in biostatistics, Laura is an agronomist who earned her Master's at Laval University and worked in agricultural instrumentation for Hortau. At Berger, she is an R&D project manager studying water movements, horticultural technologies and substrate for long-term cultures. Laura leads many projects with the objectives of improving our product lines.



## Nicolas Watters, agr. M.Sc

**Project Manager – R&D**

An agronomist who graduated from Laval University in plant sciences, Nicolas helped develop a soilless production system for strawberries in eastern Canada. He next worked at La Coop Fédérée, a leader in the Canadian agriculture and agri-food sectors, and the retail sector in Eastern Canada, where he was responsible for plant production.

There is no doubt that his background will allow him to develop great initiatives within the newest horticultural trends.

## François-Simon Robert, agr. M.Sc.

**Project Manager – R&D**

Francois-Simon grew up on a farm and completed his Bachelor's in agronomy sciences and Master's in soil sciences at Laval University. He started in R&D with Agriculture Canada researching the biomass industry for greenhouse heating needs. He worked as a grower at Demers greenhouses and is an expert in best agronomic practices for optimum crop quality, irrigation and climate.

With his deep knowledge in horticultural sciences, he studies best growing processes and leads interesting research axes.



## Marc Charland, Ph.D.

**Director – Product Innovation**

Marc's multidisciplinary education includes Bachelor degrees in biochemistry (BSc) and education from Laval University, as well as a Master's and PhD in biophysics from the Université du Québec. He has studied light effects on photosynthesis in vivo with emerging spectroscopic methodologies, completed a post-doctoral fellowship studying air pollution effects on tree photosynthetic activity and metabolism.

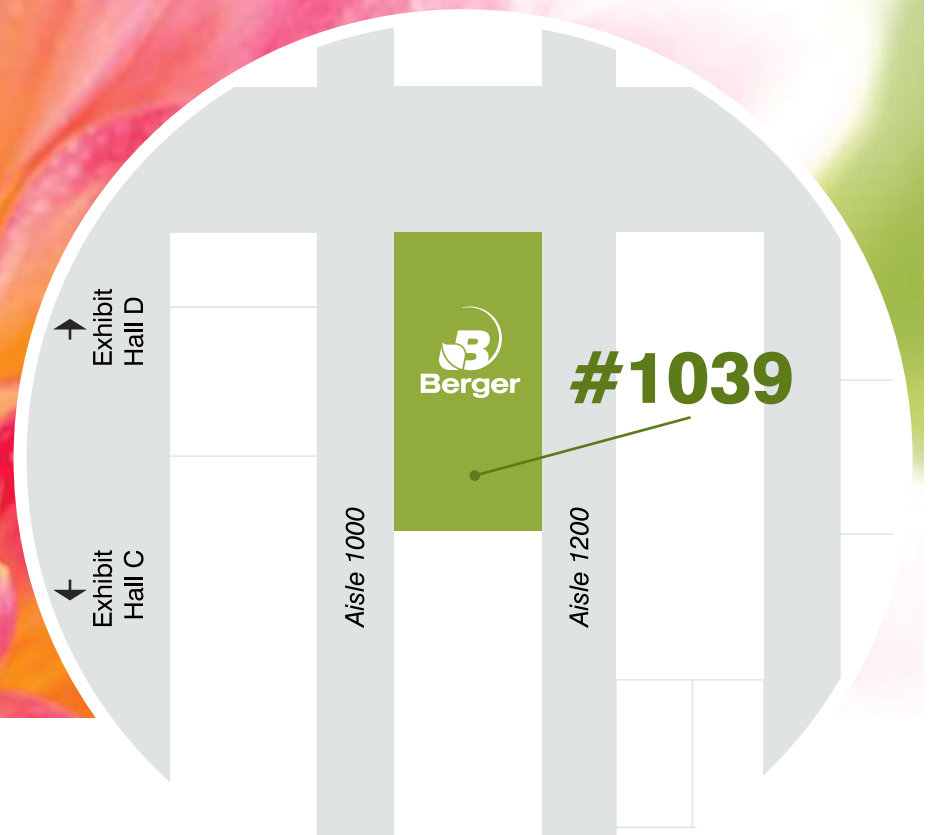
As an assistant professor at the University of Moncton, Marc studied plant stress responses from molecular and physiological perspectives. At Berger, Marc takes a multidisciplinary approach to managing the development of new products and conducting pioneering work on growth mixes to help our customers achieve better production and higher crop yields.

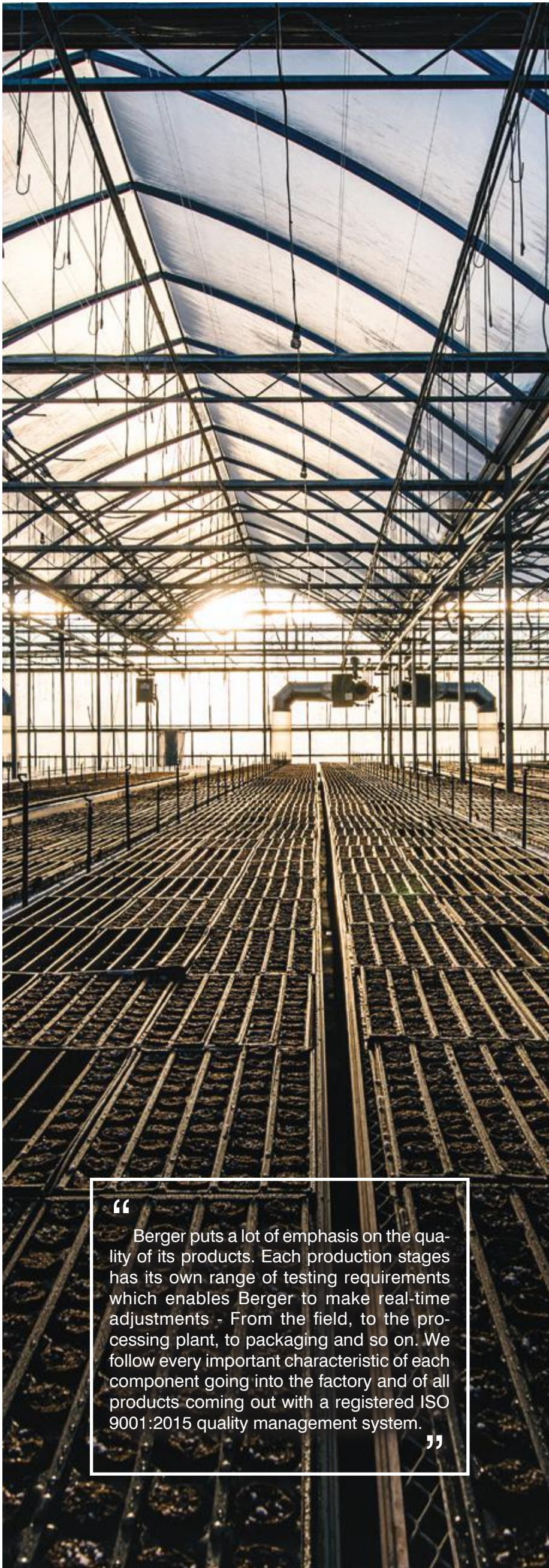


## New Booth Location at

 AmericanHort  
Presents **Cultivate'19**

July 13-16 | Columbus OH





# Our Research Serves Everyone's Needs

The research we conduct helps us to develop innovative, consistent and quality growth media to more precisely meet the industry's needs with specialized crops and the latest standards. In fact, major horticultural trends such as new culture modes of growing in fields and under controlled environments, production specialization and the use of new inputs to stimulate plant biological processes lead us to developing new product solutions.

Our R&D team works on-site in close collaboration with experts from other departments at Berger, as well as with global partners in academia and plant production. With our sights focused on the future, we welcome new collaborative proposals in our research to drive our growth and support our customers' success.

Throughout its history, Berger has successfully established an important culture of continuous improvement. While our R&D team plays an important role in the development of new products, innovation is at the heart of all our operations. It is truly an important aspect of our DNA. As solution-seekers, our team of experts has one wish: supporting you throughout your production processes.

## First Step: Creating Products of the Highest Quality



Our industrial design team is working day-in day-out conceptualizing better equipment to improve our production line making sure that our factories stay at the cutting edge of technology, so you can receive the best growing media.

Innovation doesn't stop here! Recognized in the industry for its growing expertise, Berger has a team of specialists dedicated to finding proven and innovative solutions for your production needs.

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Berger puts a lot of emphasis on the quality of its products. Each production stages has its own range of testing requirements which enables Berger to make real-time adjustments - From the field, to the processing plant, to packaging and so on. We follow every important characteristic of each component going into the factory and of all products coming out with a registered ISO 9001:2015 quality management system.

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# Berger's Dedicated Sales Team



When it comes to maximizing your crops or maximizing your business growth, you couldn't ask for a better partner than Berger. Contact one of our sales representatives to learn more about our innovative products and how our services can **contribute to your success**.

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