



UNPARALLELED EXPERTISE WITH A HUMAN APPROACH

Constantly Improving, Always Ahead

For over 55 years, three successive generations of the Berger family have led the company since its foundation in 1963. Each has added to its strength, helping us to grow and flourish. Always seeking innovative solutions and continuous improvement, our experts use a client-focused approach that meets the specific needs of our customers.

PERSONALIZED APPROACH TAILORED JUST FOR YOU

For Berger, building strong and lasting relationships with the clients is way more important than just numbers. A dedicated team of experts and scientists will support growers throughout their growth cycle – from start to finish – and suggest improvements to boost growth. A better understanding of the customers' production challenges will allow us to recommend the proper solutions when needed.

Our team is also providing its clients with consistent high-quality products and a personalized service because ultimately, Berger's performance criteria are extending to the customers, helping them to thrive and become leaders in their respective markets.

What definitely makes the strength of our team is the diversity of academic and professional backgrounds of its members. Once combined, this collective expertise creates a significant added value for our customers who can perceive all the benefits in their final product.

ELEVATING OUR CUSTOMER EXPERIENCE

A recent in-depth analysis, conducted successfully thanks to the collaboration of many clients across North America through in-person interviews, allowed us to better understand the customer perceptions and reality, as well as the various changes of the market.

Overall, the findings were very positive:

- **Sales team is experienced, available and focused on lasting relationship;**
- **Great products consistency;**
- **Impressive quality control;**
- **Excellent packaging, less waste compared to other companies.**

Some interesting areas of improvement have also been identified during the process, and we are very motivated to work on them with our customers and partners. Several actions have been planned or implemented thus far at every step of the production line, the ordering process and the customer service.

This whole initiative is part of an effort to consolidate our gains over past 55 years, in addition to continuously improving the experience of our valued clients and partners.

Berger is committed to your complete satisfaction, making sure you have access to all the expertise that comes with every bag of growing media!



Get To Know Our Sales Team

What is your professional background?

I've been in horticulture for about 30 years now. After getting my undergrad from Western Michigan University in agriculture, I started working for Frank's Nursery and Crafts. That was really my beginning in the horticulture industry. I worked for them for almost 10 years before leaving and starting to work for Michigan State University (MSU) in the greenhouse industry as well as gardening and home horticulture.

While I was at MSU, I had the opportunity to become a district agent. This position required to get a master degree so I went back to school and studied entomology (scientific study of insects). I worked for the university and loved the greenhouse industry. Then, an opening came up for me to work in a greenhouse, so I took that opportunity. It was a big change as I learned more about the production and now, though my job with Berger, I have the chance to visit many greenhouses.

What do you like the most in your job as a sales representative?

It's the ability to go into several greenhouses and bring more knowledge from the history that I've had in the industry. I want to help the growers not only understand their soil or mix needs, but also many different aspects of the business. When I was working for one greenhouse, I only knew what was happening between those four walls. But by working with many greenhouses now, I can really get the pulse of what is happening in the industry.

JEANNE
HIMMELEIN

Sales Territory: Southern Michigan



What is your professional background?

I've been in the horticulture industry since I was 13 years old! I originally started working for a greenhouse retailer grower for 10 years before I got my degree from Delaware Valley College in Pennsylvania. After college, I was hired by a landscape company before making the transition to the horticultural industry with a plugs and liners company.

What do you like the most in your job as a sales representative?

I've been with Berger for the past 4 years now and I enjoy it! Our products are very easy to work with and forgiving when you have less skilled labor. They make our customers really look good and I love that! We have a high-quality product and a company with a well-known name in the industry that stands behind. Our customers can perceive that, throughout the process, and it truly shows in the end result. Some of my clients have been with Berger for 30 years, and to have a customer for that long is just unbelievable today. It makes a rewarding job just that way.

SCOTT
HURLEY

Sales Territory:
New Jersey and Long Island



Celebrating 20 Years of Commitment in Texas

As October 25, 2019 marked the 20th anniversary of its plant located in Sulphur Springs, Texas, Berger celebrated this important milestone with its local staff and the whole organization.

"We would like to thank everyone who contributed to the sustainability and success of Berger's Texas facilities, and by doing so, to ensure the satisfaction of our dear customers. We are truly grateful to be a part of the Sulphur Springs community," expressed Berger's co-president Mélissa Berger.

Back in 1980, under the leadership of MM. Claudin and Regis Berger, two sons of the founders, the company started exporting products to other countries. Then, in 1999, they continued to innovate by introducing value-added growing media to Berger's product line. In doing so, it became essential to have different mixing plants, strategically located closer to the customers. Sulphur Springs quickly turned out to be the best area for the company to build its first facility on U.S. territory.



Mike Boyd



Cynthia Hickman



Marshall Green

Congratulations to Aldershot Greenhouses for celebrating their 65th anniversary!

Since 1954, the Vander Lugt family has been growing quality flowers from their Southern Ontario location. Aldershot Greenhouses, owned and operated by Len Vander Lugt since 1990, enjoys a reputation as a quality grower of hydrangeas and helleborus for the North American market.

“We’ve been doing business with Berger for about 15 years now. We made the switch because of consistency problems and too much variation in the soil mixes with our previous supplier. Berger produces a very consistent custom mix prepared with BM6 that meets our specific needs at every level. It’s a huge problem that we don’t have to deal with anymore, thanks to Berger!”



Len Vander Lugt
President and Owner

Berger Technical Tip

A "Peaty" Good Tip

One recommendation we cannot stress enough to growers is to adjust the water content of their substrate prior to potting. Often overlooked, this important practice provides several advantages. First, adjusting the water content increases the usable volume of growing media. High-quality sphagnum peat moss swells when rehydrated to its optimum water content range for potting. It is therefore possible to fill more containers or trays. Adjusting water content will also reduce the presence of dust and create a cleaner environment for workers. At water contents above 55%, fine peat particles tend to cluster together and form aggregates. At the same time, this trend helps increase the porosity of the substrate. Both the swollen peat fibers and the aggregates contribute to optimize the soil structure and maximize the porosity in containers.

Finally, optimal humidity will improve water distribution in the container. A higher water content reduces the surface tension and improves the wettability of the substrate. It helps reducing channeling. The “squeeze method” is an easy way to determine if the optimal water content has been reached. Simply take a sample of substrate and squeeze it into your hand. If the substrate remains in a clod and a few drops of water flow out of your hand, the optimal humidity has been attained. In general, we recommend adding approximately ½ gallon of water per cubic foot of Berger growing media (67 ml of water per liter of substrate).



Employee Spotlight

SOUKAINA MOUTAOUAKKIL

Position: Sales Planner

As a Sales Planner, my role is to produce reliable forecasts based on projected demands from our customers so we can provide them with the products they need in a timely manner. It also helps us negotiate long term carriage agreements, which can reduce the cost of shipping and allow our customers to get competitive prices.

I really enjoy my work because it’s challenging, and it pushes me to surpass myself all the time. I must also admit that I love playing with numbers and I have a set of skills perfect for the task: rigor, precision, autonomy and good stress management.



Berger’s Sunland Facility Tour: A Resounding Success!


On September 27, 2019, Berger received over 150 participants from the IPPS Western Region Annual Conference for a complete tour of its Sunland facilities in Watsonville, California. During this well-appreciated activity, the visitors enjoyed a delicious meal, attended a conference given by Pierre-Marc de Champlain (Director – Technical Services) and took a guided tour of the plant.

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Berger's Dedicated Sales Team


When it comes to maximizing your crops or fostering 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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