

## - Press release -

### Dutch companies join forces in joint venture for 'Smart Greenhouse Logistics' **HORTILOGICS takes greenhouse and packing logistics to next level**

Four leading companies have set up a joint venture for data-driven automation of internal logistics for greenhouses and packing centers within the international greenhouse horticulture. HORTILOGICS unburdens growers, producers, packers, investors and greenhouse builders completely in this area. *"The market is in need for logistics specialists that offer integrated, data-driven solutions on a turnkey basis. That competence makes this joint venture unique,"* says Marco van der Velden on behalf of Berg Hortimotive, KOAT, HortiKey and Crux Agrobotics.

One entry point, one single point of contact for the design, realisation and maintenance of smart logistics systems. That is what growers, investors and greenhouse builders need. HORTILOGICS will meet that need, as the Full-Service Partner for automation, robotisation and data-driven tools with which horticultural companies and packers can improve their operations and productivity.

#### **Unique proposition**

The growing demand for turn-key solutions for internal logistics is the result of increasing scale, scarcity of labour and the rise of robotics and data-driven tools within the value chain. In HORTILOGICS, the four partners combine their knowledge and expertise which makes it easier to develop and realise integrated solutions. *"With this joint venture, we offer a unique proposition within the global greenhouse industry,"* says Marco van der Velden, CEO of Berg Hortimotive Group, of which HortiKey is part. *"KOAT and Crux Agrobotics are forward-thinking partners, combining robust and proven technology with ground-breaking robotics and artificial intelligence (AI). They complement us and our offering perfectly".*

#### **Smart Greenhouse Logistics**

The four companies have been working together on a project basis for some time. The joint venture makes it possible to take on large, complex projects integrally and to effectively unburden customers. The products and services of HORTILOGICS and its partners relate to 'Smart Greenhouse Logistics'. Here, smart platforms, AGVs and robots take care of data collection and activities in the greenhouse (crop maintenance, scouting, harvest and product transport), and packing area and of the automated sorting and packing of harvested products. Data collection and analysis provide more insight into the productivity and efficiency of sub-processes. Self-learning algorithms facilitate further optimisation. Integration of these processes results in higher productivity, more control and less risk, from seed to packaged product.

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### Enormous potential

"There is enormous potential for Smart Greenhouse Logistics", says KOAT Director Kees van Dam. "The global greenhouse horticulture is growing fast and we believe in strong fresh produce chains with transparent information exchange. We are therefore very pleased to be taking our cooperation to the next level. By investing together, we can make better use of each other's strengths and relieve our customers from related work or worries more effectively. It is 'The smart way forward' in logistics innovation," said Van Dam. HORTILOGICS looks to the future with a lot of confidence. Also thanks to the commitment of its parent companies, Kind Technologies (Crux Agrobotics and KOAT) and Royal Brinkman Group (Berg Hortimotive and HortiKey), who warrant future investments and continuity.

--- End of message ---

Enclosure:

Photo: HORTILOGICS van start.jpg

Cooperation to a higher level by joining forces in HORTILOGICS

From left to right: Richard Vialle (CCO & Founder Kind Technologies), Kees van Dam (Director KOAT), Marco van der Velden (CEO Berg Hortimotive Group), Ton van Mil (CEO Royal Brinkman Group), Alex Kind (CEO & Founder Kind Technologies).



Note for the editors: More information about HORTILOGICS B.V. and the underlying companies can be found at [www.HORTILOGICS.com](http://www.HORTILOGICS.com). You can also contact the following spokesperson:

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