

AGRITECHNICA 2015: show-casing BERTHOUD know-how over the past 120 years

120 years of shared history

Founded in 1895 with the aim of helping the Beaujolais wine-growers protect their vineyards against parasites, BERTHOUD will be celebrating its 120th anniversary at AGRITECHNICA 2015.

Since it was founded, the company based in Belleville (Rhône) has risen from being a national operator and pioneer in vine and agricultural spraying to become a specialist of world renown in crop spraying and application techniques for all types of crops.

"We support our customers and business partners the world over as a skilled, trusted specialist, actively participating in the development and progress of our sector, namely the quest for productivity, spraying quality, safety, information and the environment," declared Sébastien Tremblais, Managing Director of BERTHOUD.

"The successful pursuit of our profitable growth strategy is based on our 250 employees and our 600 distributors worldwide. Our long experience, innovative power, growing international presence and our large range of products for field crops, vineyards and orchards are also an important part of our achievements."

BERTHOUD's success over the past 120 years endorses the company's desire to invest and innovate for the future.

In this world of constant change where the demographic outlook is exponential (9 billion people by 2050), BERTHOUD intends to pursue its innovation drive to reconcile the dual targets of economic performance and ecological performance on farms, and thus safeguard public health. "New technologies are a key factor for success in the future," adds Sébastien Tremblais.

The 120th anniversary of BERTHOUD gives us the opportunity to thank all those who have been part of this story, to celebrate the dynamism and energy deployed to develop on each of our markets whilst remaining pragmatic for our customers and business partners.

BERTHOUD celebrates its 120th anniversary

For AGRITECHNICA, BERTHOUD will be looking back over 120 years of innovation through its booth that has been specially designed for this occasion: it's an innovative design based on 4 centres of expertise, allowing visitors to look 20 years into the future.

Booth layout

TRIMBLE and BERTHOUD: for increasingly high-performance GPS solutions

120 YEARS of innovation



SPRINTER – 2 years old already: reliable, compact and multi-function.

New RAPTOR: a New vision of spraying

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