



Guatemala April-15-2010

Company Profile



Mission Statement

Our aim is to enable our customers to *achieve higher revenues* by providing *intelligent and user-friendly control solutions* for horticultural production.

We do this throughout the world with a team of dedicated and expert staff.



- Worldwide top 3 supplier of advanced climate computers, water technology and labour & productivity software
- Over 8.000 customers in 68 countries
- 50 years of experience: leading innovator
- HQ in The Netherlands, Largest greenhouse cluster worldwide
- Country offices in the UK, France, Spain and Belgium
- 24 dealers representation in all continents



- Offices in: Netherlands, Belgium, UK, France and Spain.
- Market leader in: Belgium, France, Spain, Norway.
- Target Countries for growth: Canada, USA, Central America, Turkey, South Korea

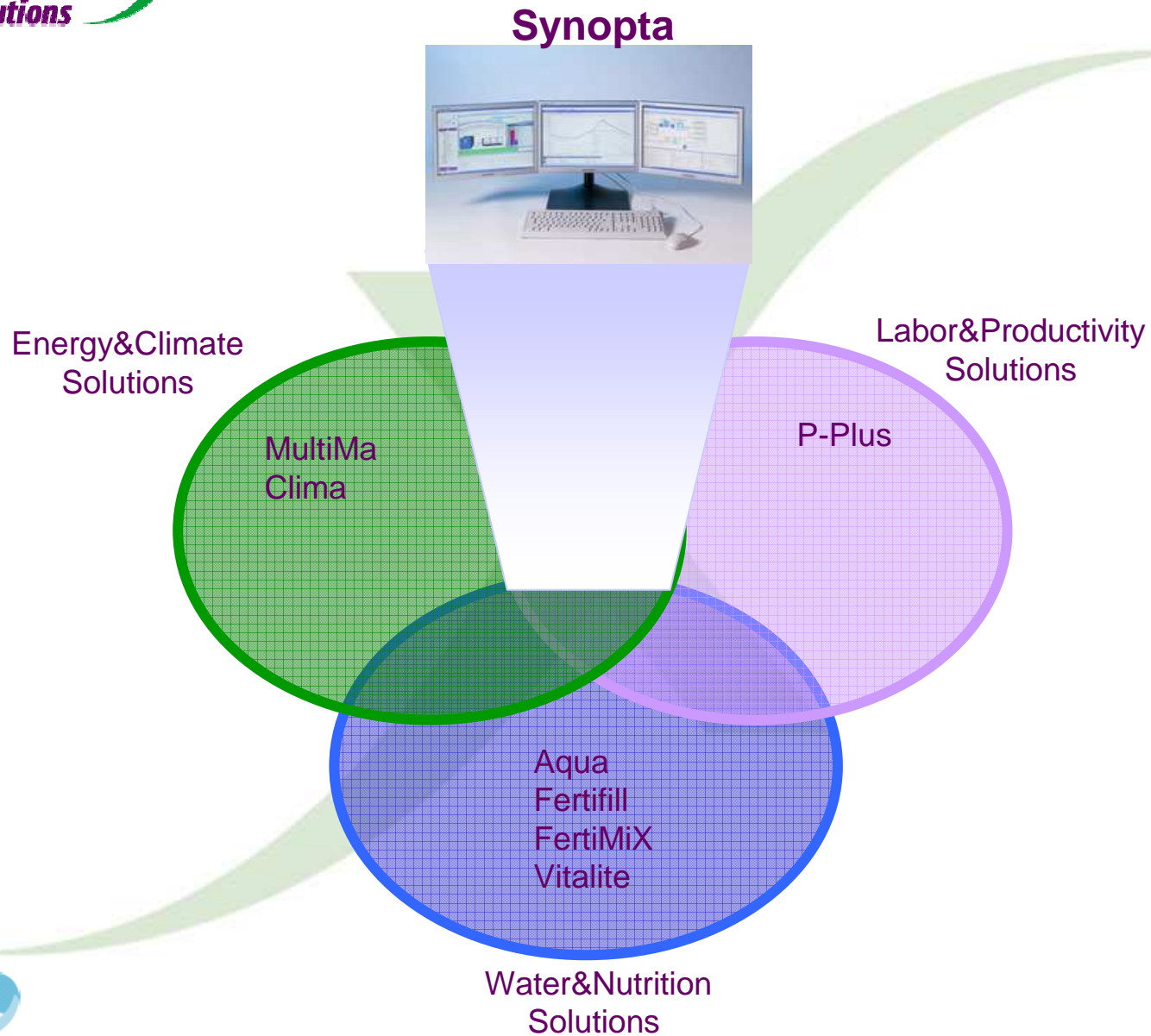


Products → installed and serviced locally

Design → integrated and serviced locally

Design & Supply → integrated, installed and serviced locally

Product Landscape



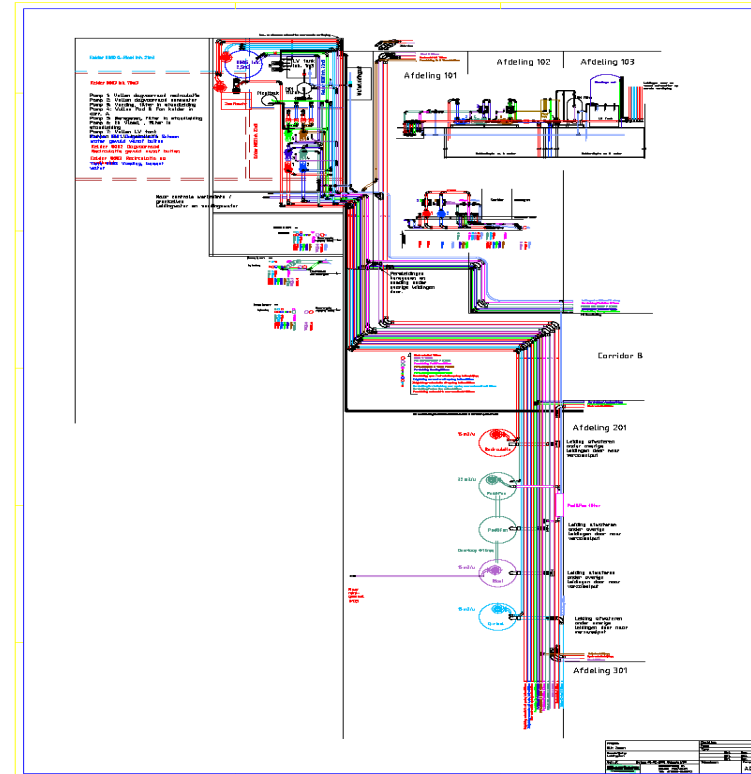
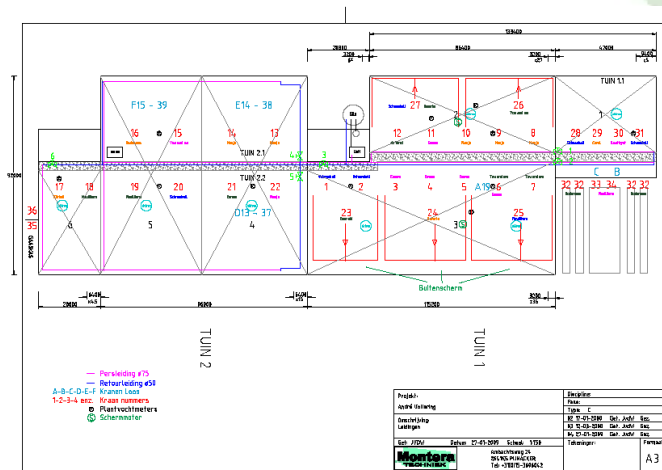
Products adapted to your application

(CENTRAL AMERICAN) APPLICATION			
	Energy & Climate	Water & Nutrition	Labor & Productivity
Management	Synopta		P-Plus
Operation & Analysis	Clima500 Clima300 Clima100	MultiMa	Aqua500 Aqua300 Vitalite FertiMix FertiFill
Measurement	SensorTom Ektron Other	ProDrain Newton100	

50 years of innovation

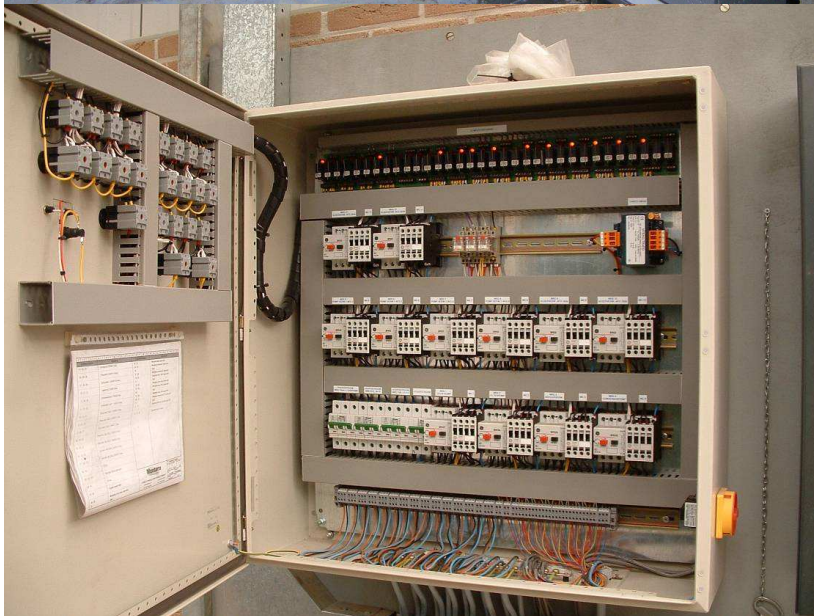
- 1959 Market entry Van Vliet (now HortiMaX)
 - 1960 automated irrigation system
 - 1969 automated air control system
 - 1972 climate control computer
 - 1981 Clima
 - 1986 Aqua
 - 1989 FertiMix
 - 1997 Synopta
 - 1999 MultiMa
 - 2003 Vita Oloid
 - 2005 P Plus
 - 2007 ProDrain
 - 2009 Advanced Energy Control
- And continuous updates/upgrades

- Design and supply
 - Water technical installations.
 - Electrical installations.
- Installation supervision
- Projects with Local agents





Reference project France





Focus of HortiMaX on Central America is ...

- **Flexible Integrated Control**
 - Engineered and supplied by ourselves
 - Installed by local partners
 - Maintained and serviced by local partners
 - Spanish speaking sales and service back up
 - Remote Dutch control

With worldwide well known references:

Monsanto, Village Farms, FreshMeX and another 8.000 appreciated customers