Taking service that extra step, closer to you

Berthoud is particularly proud of its notion of service. Owing to the availability of its specific teams, Berthoud provides technical, commercial and marketing support to its partners.

> 24 hours - service
With more than 7,000 product references in stock and express delivery service, Berthoud endeavours to guarantee the delivery of spare parts throughout France and neighbouring countries within 24 hours.

> Integrated training facility
Berthoud is keen to provide continuous training to the technical and sales personnel of its distribution network. Each year, more than 300 technicians and salesmen of all nationalities benefit from Berthoud’s training facility.

> Permanent technical assistance
For us, providing our customers efficient and rapid technical assistance is a priority. Explaining how to operate or adapt our equipment, fixing technical problems, searching for spare parts, methodical advice and technical help in the field are ready to rapidly provide you with the most appropriate response.

> New technologies by your side
Even more efficient communication is now possible owing to new information technologies. Our internet site, dealer extranet site, and DVD products... are just a few examples of the multimedia tools that Berthoud offers its customers.

Responsiveness and quality of service dictate it.

Protecting plants and the environment

closer to you
A veritable crop-spraying specialist, Berthoud strives to offer a complete range of equipment from the simplest to the most sophisticated, regardless of the crop in order to meet the most varied needs in the most appropriate manner. Berthoud currently offers the most complete range of sprayers on the market.

The uncontested leader in France with a particularly dense network of dealerships, Berthoud is present in more than 50 countries and conducts an increasing portion of its activity abroad. A veritable crop-spraying specialist, Berthoud strives to offer a complete range of equipment, from the simplest to the most sophisticated, regardless of the crop in order to meet the most varied needs in the most appropriate manner. Berthoud currently offers the most complete range of sprayers on the market.

Highly present in the field on a daily basis, Berthoud sales teams frequently meet with customers to present their products. In addition to its participation in the majority of major international agricultural machinery trade shows, Berthoud regularly organises demonstration tours of its equipment.

With numerous years of experience in international commerce, Berthoud is able to ship its products throughout the world and ensure after-sale service several thousand of kilometers away.

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Berthoud dealerships, subsidiaries and importers are all essential partners in promoting our products and providing our customers quality local service. Present throughout the world, they form a vast network of professionals, continuously there to serve you.

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Caring for and protecting crops is our profession. Confronted with an increasing world population and the stagnation of agricultural surface area, the sprayer has become the productivity implement par excellence.

For over one hundred years, Berthoud has been innovating to provide our customers with increasingly reliable and high-performance sprayers. We use the most advanced, proven technologies to create products in compliance with international standards within the scope of “reasoned agriculture”, which respects the environment and the quality of our foods.

We maintain a close relationship with our customers in providing assistance and service, and make changes to our product range and organization in order to meet their expectations.

**BERTHOUD commercial data**

- Middle number of employees: 250
- Factory area: 6 ha including 19,000 m² covered

**> More than 100 years of spraying**

Berthoud is recognized as one of the pioneers of agricultural spraying. Created in 1895 in the heart of the Beaujolais vineyards, the company was the origin of the first “knapsack” portable vine sprayers. Very rapidly, Berthoud developed animal-drawn then mechanical sprayers and extended its product range to other types of crops: vines, orchards and ground crops. An uncontested leader in France for many years, today an increasing portion of Berthoud’s activity for export.

**> Technological expertise**

High pressure nozzle, air blast, pneumatic or centrifugal spraying, Berthoud has unique know-how and expertise in all spraying methods. Based on its technological expertise and extensive knowledge of crops, Berthoud is considered a veritable specialist able to provide answers adapted to a vast range of spraying needs.

**> Attentive to your needs**

Remaining attentive to its customers is one of the company’s essential values. Owing to this user-focused approach, Berthoud has been able to adapt to market and technological developments for more than 100 years. This approach, which remains the foundation on which the company is built, relies on regular contacts with users, in-depth market studies and strong relationships throughout the field of agriculture.
Performance derived through useful innovation

For Berthoud, the innovation must provide the farmer added value, be it in terms of performance, comfort, safety or respect for the environment.

Berthoud designs 100% of its products, holds numerous patents and dedicates 6% of its revenue to research and development each year. With extensive know-how in mechanics, hydraulics and electronics, Berthoud has developed considerable expertise in its pump and boom products, spray control and suspension. The dual-turbine centrifugal Delta Pump, Actiflex axle suspension, Airmist diffuser, and Speedair and Supair ventilation units are just an example of recent innovations on which the reputation of Berthoud sprayers is built.

In 2001, Berthoud inaugurated a new, particularly modern and functional site that includes its technical, sales and administrative departments.

> Innovation at the core of products
> Field testing

New Berthoud products undergo extensive testing throughout their development, both in the laboratory and in the field in order to verify their performance characteristics and reliability in actual operating conditions. This approach also relies on tests conducted in conjunction with specialized technical institutes such as Cemagref, Arvalis, and the ITF.

> Protect the environment

Today, efficient application and the respect of the environment are absolutely inseparable. New Berthoud sprayers are designed to limit losses into the environment and simplify the implementation of good practices:

- Precise gauges
- Overflow prevention devices
- Tanks and systems designed to limit dead volumes
- Automated rinsing in the field...

> Continuous quality

In addition to the compliance tests conducted on components, quality assurance is ensured throughout the manufacturing process with complete traceability. All pumps are tested and run in after assembly. When completed, each piece of equipment is tested individually to ensure correct operation and optimum adjustment.

> Paint meant to last

Before being painted, all parts are subject to extensive mechanical and chemical surface treatment which includes approximately ten operations. Polyester powder paint is then applied which, after baking in a 220°C oven, forms a highly adherent thick coat that is highly impact and corrosion-resistant.

The flexibility of just-in-time logistics

Organised around a “just-in-time” production system, our industrial facility features exceptional operational flexibility and high production capacity. These two strong points, coupled with the experience of our technical staff, enable us to produce a particularly wide range of equipment in short lead times. Equipment is assembled in just-in-time assembly lines or work stations. Each piece of equipment is fully assembled by the same crew.

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