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HORTICONCEPT



“One Stop Service”:

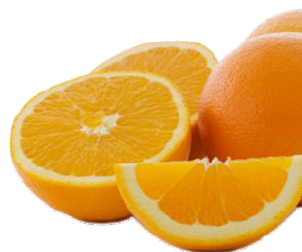
*Technologies and Technical Services
Agro industrial projects
For value added fruits and vegetables*



PRESENTATION

HORTICONCEPT is a new company by its philosophy and its positioning but it enjoys a long time experience and know how through its founders who have a record of over 50 years in the design, the start-up and the Management of food plants, as well as in the Technology Transfer on a worldwide basis and more particularly in the area of value added fruits and vegetables: packaging and processing F&V with state-of-the-art technologies.

HORTICONCEPT offers a wide range of Technical and Industrial Services which cannot be found with only one supplier: “from the conception of the plant until it meets commercial success” **HC** brings a complete system which includes its own proprietary processes and technologies along with a long term assistance and development program.



BUSINESS PHILOSOPHY AND MISSION

To bring a complete and integrated array of services including the design and the execution of agro industrial projects with the main objective being to help its clients reach industrial and commercial success: from the raw material to the final consumer's satisfaction.

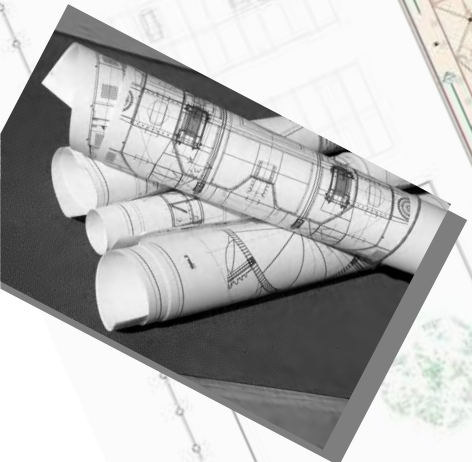
According to the specific needs of its clients, **HORTICONCEPT will offer a complete service or alternatively a selection of individual services always based upon the professionalism of its partners, its associates and its suppliers.**



The immediately or readily available technologies:

- Fresh-cut salads and vegetables processing technology
- Fresh-cut fruits processing technology
- Whole fruits and vegetables improved shelf life pre-packing technologies
- Processing technologies for fruits and vegetables: concentrates, purees, juices, soups with high nutritional contents
- New technologies for the valuation of fruits and vegetables by products and waste
- Pilot plant for new product development
- Technical collaboration with IRTA (*Institut de Recerca i Tecnologia Agroalimentàries*) IRTA is a Research Institute of the Catalan Government. IRTA's activities are concerned with scientific research and technology transfer in the area of agriculture, aquaculture and the agrifood industry and it functions under private sector law

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“From the conception of the plant until it meets commercial success”

Marketing:

- Market research
- Products and product line definition
- Marketing and commercial plans
- Distribution and logistics studies

Technology:

- Technical audits for existing plants or workshops
- New plan design: preliminary projects
- Process and layout designs, definition of the equipment and utilities, investment estimates
- Pilot plant for small production trials, demos...
- Transfer of technologies to international markets

Economical studies:

- Investment estimates and projections
- Prefeasibility and feasibility studies
- Projects financing studies
- Business Plan





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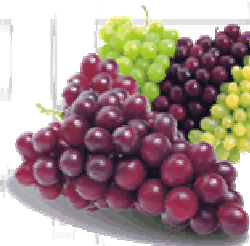
Transfer of Technologies and know how

Delivery of contractual documents

- Production Manuals
- Good Manufacturing Practises Manuals
- Products recipes
- Equipment and packaging specifications

Process engineering

- Plant postioning
- Flows
- Equipment selection
- Plant detailed Engineering
- Plant commissioning: erection and installations
- Training of operators
- Technical assistance during start-up





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Project follow-up:

- Marketing watch: competition, new products, new packaging
- Technological watch: new processes, technology breakthroughs
- New product development (in collaboration with IRTA)
- Continuous improvements of processes and packaging solutions
- Permanent training of operators
- On-going Technical Assist





COLLABORATION SCHEMES:

- ☐ Technology and know how licensing
- ☐ Technical assistance and service contracts
- ☐ Subcontracting for the provision of engineering services, for the supply of equipment and packaging materials
- ☐ Service agreements for the execution of preliminary studies

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