Hortifibre® : wood fibre for substrates
20 years of experience

Kenneth Laming, 11/10/2018

47 Ms € of Turnover

1 300 000m³ including 600 000m³ abroad

« Florentaise's **Strategy** is to propose innovative and sustainable concepts to **GROW, FEED and CARE** for plants »

French Leader in substrate :
18% marketshare

60% Hobby market
40% Professional offer

A significant international commitment

- **6** factories and partners around the world

- **2017 :** Opening of our factory in India

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Hortifibre® : general presentation

- Hortifibre® is a wood fibre specially designed for horticultural use
- Hortifibre® has been produced and patented since 1984
- Hortifibre® is only made of wood
- Hortifibre® can be employed in potting soils (10 to 70 %) or in grow bags (100 %)

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Hortifibre® in potting soils

100 % root colonisation

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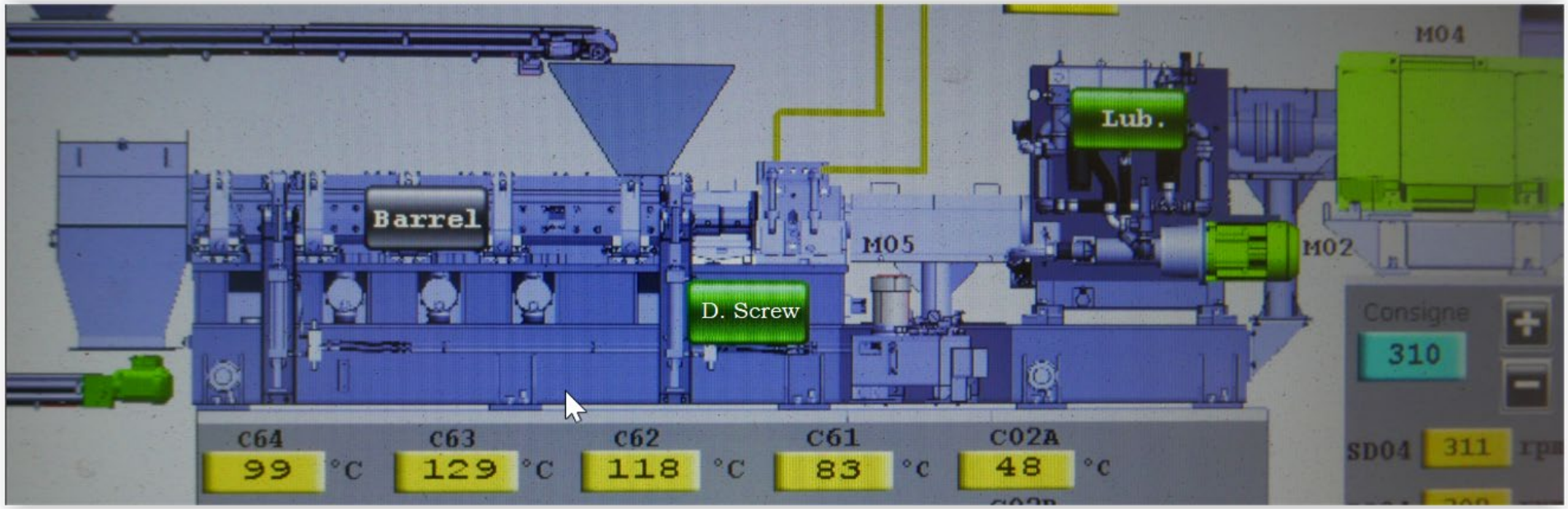
Hortifibre® in grow bags

Production of Hortifibre®

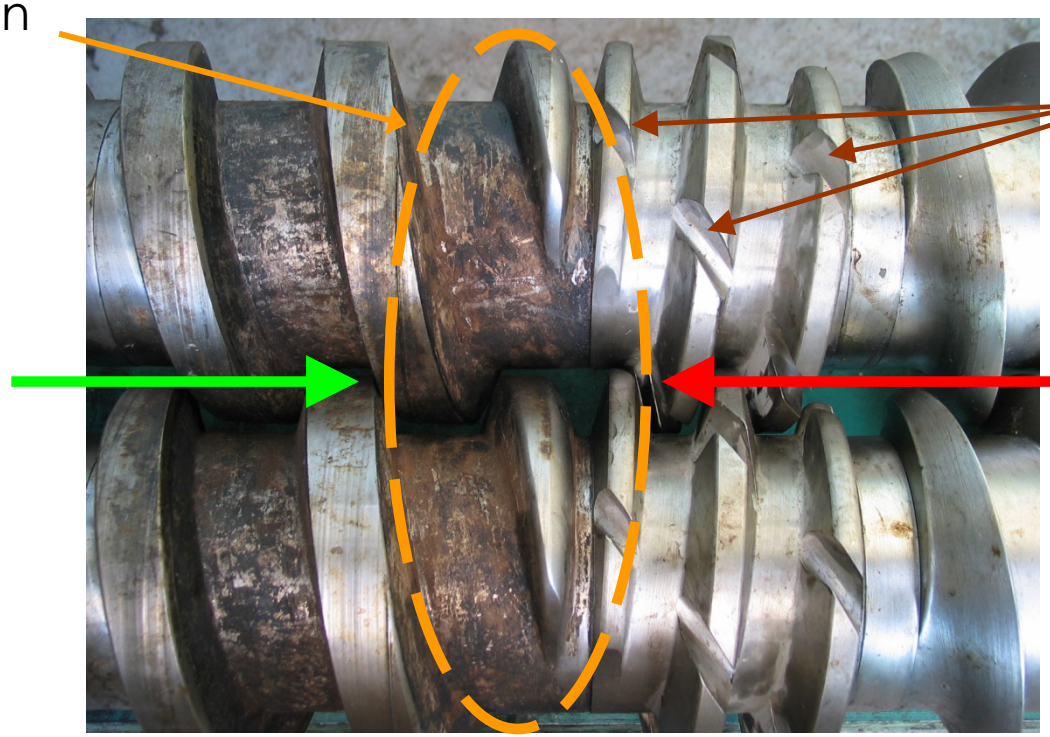


Factory of Saint-Mars du Désert (Loire Atlantique)

How does it work ?

Compression area

Direction of the incoming flow



Way out for fibres

Worm screw direction opposed to the incoming flow

Compression => Heat => Steam

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Steam : Wood fiber sanitizing

- Microorganisms destroyed by the high temperature (>110 °C)
- Sanitization patented since 2012

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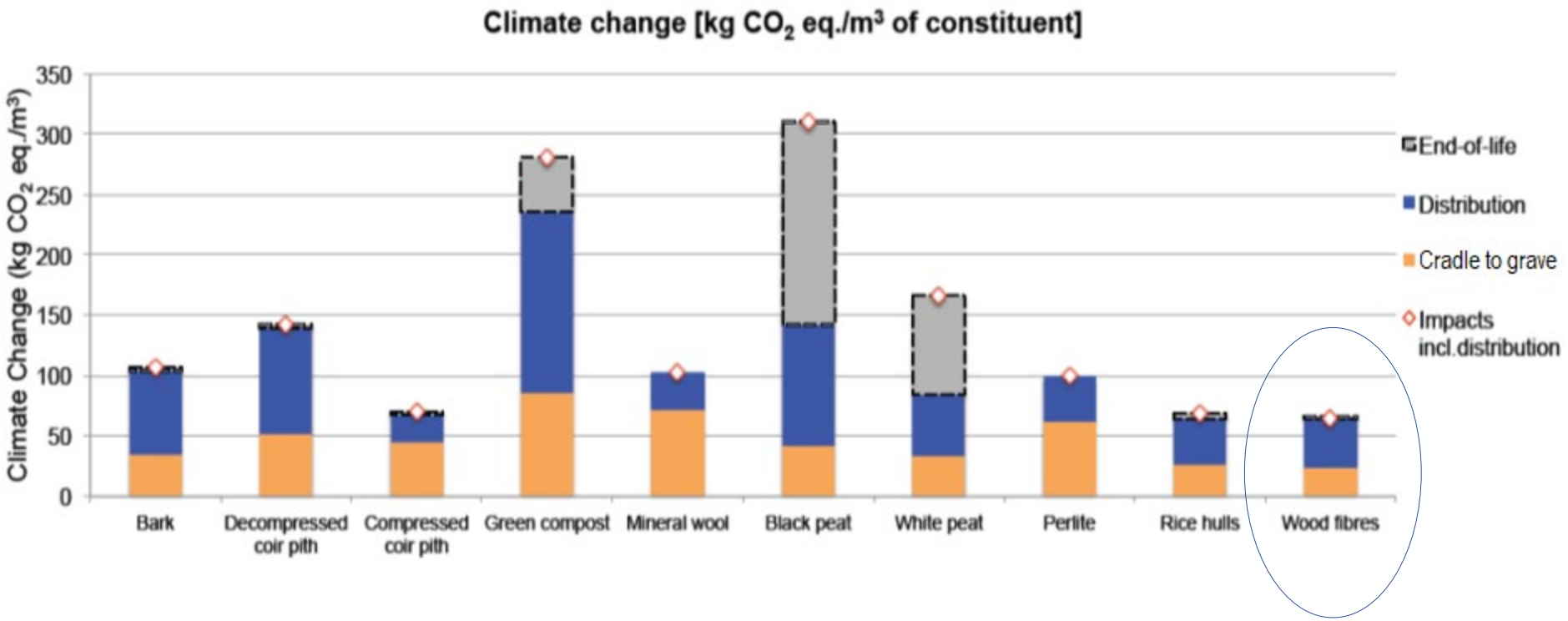
Hortifibre® : characteristics

- Bulk density : 50 – 80 kg/m^3
- Aeration : 720 ml/L
- Water retention : 230 ml/L
- Water availability : 110 ml/L
- pH : 5,5
- EC < 10mS/m
- Homogeneous graduation

Hortifibre® : environmental performance



Study realized in 2012 by

epagma
European Peat and Growing Media Association

Hortibio® : substrate with Hortifibre®

- excellent water availability
- excellent aeration
- lighter than white peat
- better root development

+ 38% more volume per truck

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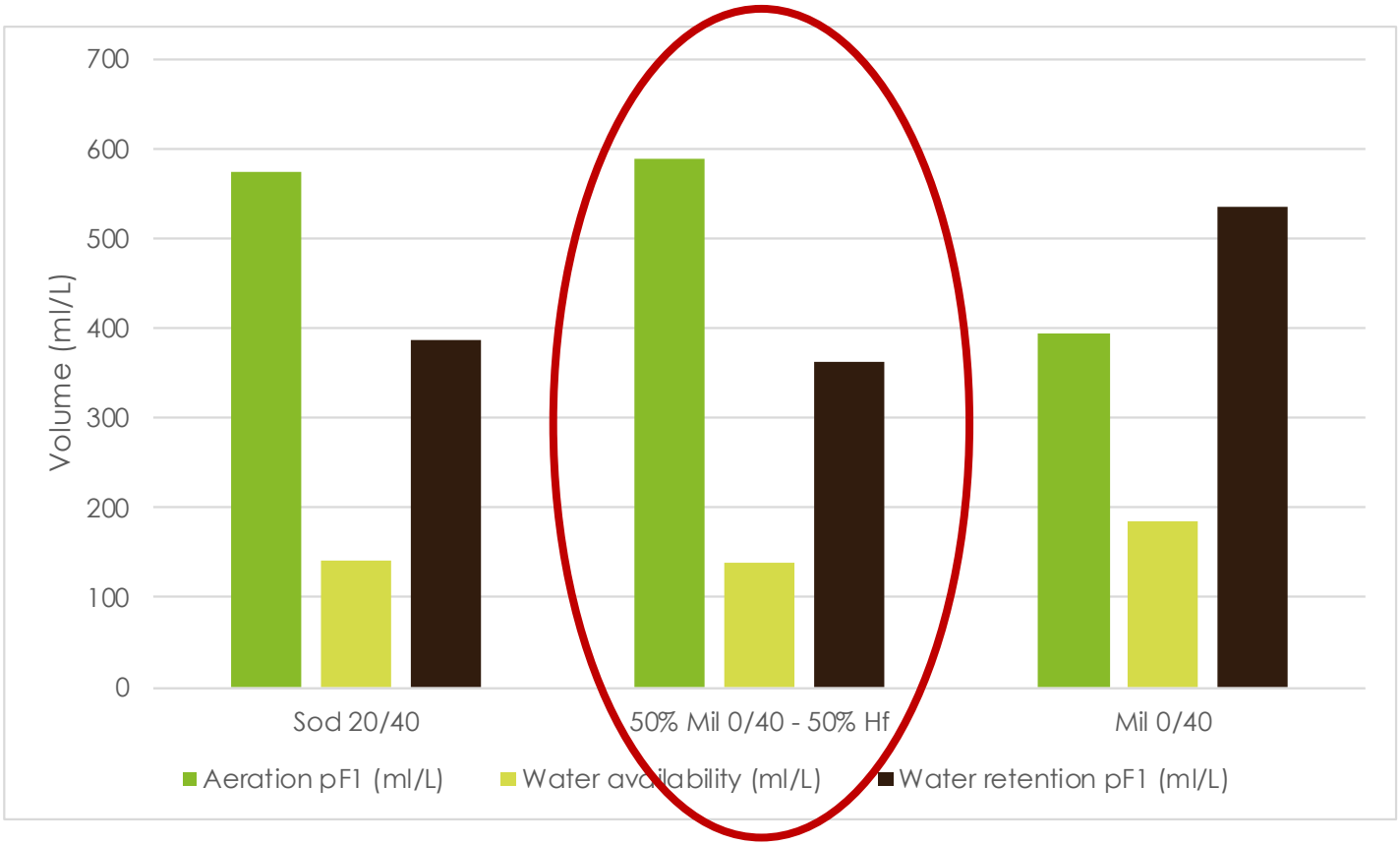
Hortibio® : examples of use

Mix 50% milled peat + 50% Hortifibre®



Create an equivalent to sod peat by mixing milled peat 0/40 and Hortifibre®

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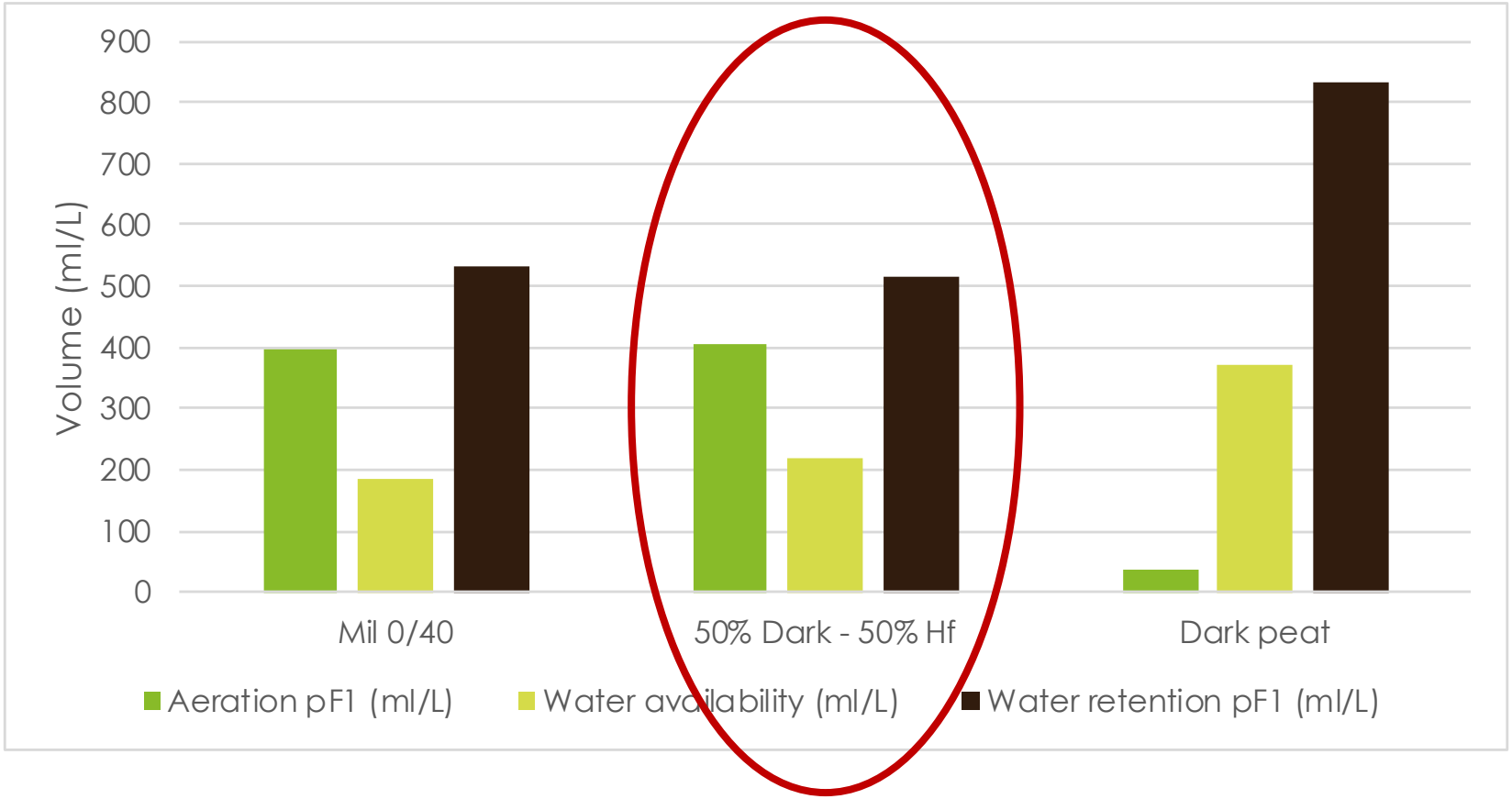
Hortibio® : examples of use

Mix 50% dark peat + 50% Hortifibre®



Create an equivalent to blond milled peat by mixing dark peat and Hortifibre®

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Let’s work together !!

- Wood fibers allow you to obtain a specific range of physical characteristics

- With Hortifibre® you can improve the quality of the peat from black to white peat.

- Every mix is possible ! => New markets opportunities ?!


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« Our strategy : Innovating together to grow, feed and care for plants in a greener world »
Jean-Pascal CHUPIN
CEO
The end ! Questions, comments ?