

****FOR IMMEDIATE RELEASE****

Potting soil producer Agaris invests €1.5 million in next-generation wood fibre machine in France

Ghent, 27 NOV 2023 - Agaris, producer of substrates, soil improvers and soil covers, announces a significant €1.5 million investment in its production site located deep within the Landes forests in France. This investment reinforces the company's commitment to develop substrates with reduced or peat-free compositions, in addition to the more common substrates, thereby responding to market demands.

Key highlights of the investment

Agaris' investment is highly innovative as it rethinks the wood fibre production process, emphasizing eco-conscious practices, local sourcing, and compliance with RHP-standards. This reflects the company's strategy that recognises the importance of peat-free alternatives, while also acknowledging the importance of peat as a raw material. Key highlights of the investment are:

- **Innovative techniques:** The new machine enables Agaris to produce fibres from a diverse range of raw materials, including PEFC-certified wood. This allows the company to respond to market evolutions.
- **Local sourcing priority:** Agaris is looking at the full life cycle analysis (LCA) of their substrates with the aim of reducing the carbon footprint of all aspects of the supply chain. Therefore, a continued support to the local economies by giving priority to the purchase of raw materials from nearby regions and thus reducing the carbon footprint associated with transportation is just one example of our approach to a more sustainable product.
- **Meets RHP-standards:** Combining quality and environmental responsibility has always been a top priority. Therefore, the new machine meets the highest industry requirements, including the RHP-standards.
- **High-quality fibre production:** With this expansion, Agaris will produce high-quality wood fibres suitable for both the retail market and professional use. This further aligns with the company's dedication to formulate a positive answer to the eco-challenges in the market.
- **Set to operate in 2024:** The new machine is now up-and-running for testing and is scheduled to start full-scale operations at the beginning of 2024, marking a significant milestone in Agaris' journey toward sustainable production practices.

Preparing for a sustainable future

Philippe Gysen, CEO, stated, "Agaris remains steadfast in its commitment to align with the EU Green Deal, reducing product environmental impact and minimizing the use of natural resources while maximizing nature restoration after use. Not only this investment, but also other actions like the appointment of our Business & Sustainability Development Director earlier this year, illustrate this. These practices reaffirm our vision to be the preferred partner for sustainable and top performing growing solutions, with respect for natural resources."

Get ready to be inspired and informed

Discover the brand new wood fibre machine and meet the passionate team behind the investment [in this video](#).

For more information about Agaris, please visit www.agaris.com.

****END OF PRESS RELEASE****

Note for the editor:

About Agaris:

Agaris is a leading supplier of growing media, soil improvers and soil covers and consists of two divisions, Horti and Myco. By delivering consistent performances, we guarantee our customers the highest quality, from raw material to final delivery – and even long after that. Our vision of fostering nature is implemented at various levels within our strategy and our day-to-day operations. Through tailor-made solutions, efficient supply chains and a hands-on approach, we build strong partnerships.

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Link to video: <https://youtu.be/BQBgxrXOZDE>