



## INTRODUCTION

Welcome to the latest issue of our company Newsletter!

As you may have noticed from the cover, we appreciate the opportunity to share exciting news regarding our company branding and other improvements designed to continually provide all our customers, around the globe, with the highest level of service.

From 6 September 2022 onward our full portfolio of global products will be branded Oxbo.

As illustrated throughout this newsletter, **each of our brands represent a long and rich history of product development, innovation, and customer focus.** For decades, our employees across the globe have set us apart as we deliver on our brand promise every day. We are committed to continuing to build on this legacy.

We believe our move to a single, global brand will:

- ✓ Bring our 750+ global employees together as one team;
- ✓ Build on our shared organizational values;
- ✓ Establish our shared vision for the future of farming;
- ✓ Drive future growth that provides additional value to our customers;
- ✓ Visually illustrate our dedication to supporting our global customers as one support team.

**As one, global Oxbo team we continually strive to be your clear choice for specialty harvesting and controlled application technologies.**

As a valued customer, we aim to continue to build deep relationships and you can continue to expect a high level of support from our global factories in the Netherlands, the United Kingdom, France, the United States, and Brazil.

Currently, there is no change to our legal company names, banking details, VAT numbers, parts, sales, or service contacts or contact phone numbers. However, we do invite you to visit our global website [www.oxbo.com](http://www.oxbo.com). You can expect Oxbo branding on all equipment, company stationary, media and merchandise moving forward.

**Optimizing farming together, we are Oxbo.**



## OPTIMIZING FARMING TOGETHER

With the launch of our single, global brand, we are excited to share our core values:





**COMMITTED TO VEGETABLE GROWERS FOR OVER 60 YEARS**

Our story has a humble start in Holland and in the United States. It starts with leaders interested in helping green bean customers mechanically harvest their crop. Over the years activities expanded to harvesters for peas, leaf vegetables and sweet corn. For decades we have been committed to supporting vegetable customers during the critical harvest season.

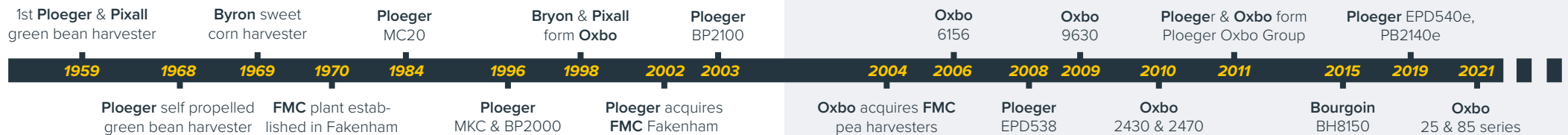
For over 60 years and through many brands, our team has remained committed to providing you with dependable equipment that meets your needs.

Naturally over time, our shared interest in building equipment for vegetable customers led to cooperation in 1992. And, then in 2011, Ploeger and Oxbo came together to form a stronger, global company. In 2016 we adopted a common color scheme to visually indicate our combined commitment to our customers and to show our new level of collaboration.



Now, in 2022, as one Oxbo team we take the final step to adopt the same brand name, further illustrating the unity of our product knowledge, our global support network, and our commitment to future growth.

In the future, you can expect from us what you have always expected from Ploeger, Bourgoin, PMC, Oxbo, Byron, Pixall, and FMC: experts who understand the vegetable business and your needs as our customer.





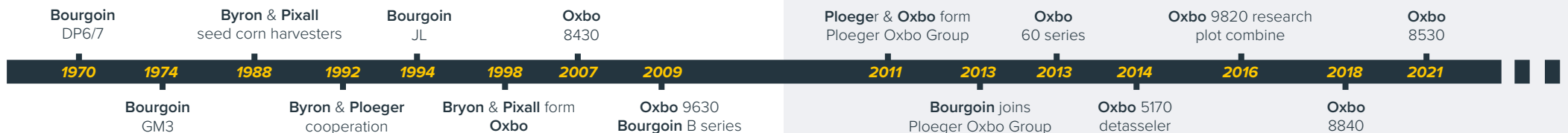
## A HISTORY OF SUPPORTING GLOBAL SEED CUSTOMERS

Seed corn has been an essential part of our business for decades. From the first Bourgoin DP6/7 (mainly for cribs at that time) in 1970 and the first Byron and Pixall seed corn harvesters in 1988, we have built our business around meeting the unique needs of seed corn producers.

As our brands came together over time—starting with the Ploeger and Byron collaboration in 1992, to the formation of Ploeger Oxbo Group in 2011, and finally 2013 when Bourgoin joined the group—our seed team has focused on new product development to meet the changing needs of seed corn producers.

Now, as one global Oxbo team, we will continue to build on that legacy. Our product line today includes a full line of seed corn harvesters, including the unique B620, a wide range of corn heads, detasslers, transport carts, and more.

**We are committed to continuing to be your trusted partner in the seed business.**





**COMMITTED TO PRECISION NUTRIENT MANAGEMENT**

Our commitment to the self-propelled precision nutrient management machinery business is illustrated by our quick development of a full portfolio.

As we have in other businesses, when we entered the application business, we were committed to partnering with industry experts to build the best equipment for the market. Our team has now developed a full portfolio of three-, four-, and five-wheel configurations renowned for their fuel saving CVT transmission, mechanical drive line, luxurious cab, and intuitive operator interface.



**Now as the AT line adopts the Oxbo brand, you can expect a continued commitment to customer service and to product development and technology.**



**OXBO EXPANDS FRUIT HARVESTER PORTFOLIO**

Our legacy in fruit harvesters began in 1985 under the Korvan brand with the development of the first raspberry harvester and extended into the coffee business in the early 1990s. In 2004, the fruit portfolio became part of Oxbo. Since then, the business has continued to grow with manufacturing in Washington, USA and Cruz Alta, Brazil. As consumption of fruit has grown dramatically across the globe, so, too, has our portfolio of harvesters and our commitment to advancing technology.

**Today, Oxbo offers berry, grape, coffee, super intensive olive and almond harvesters globally.**





## COMMITTED TO HIGH-QUALITY POTATOES

The history of our support of the root crop business already spans nearly two decades.

The introduction of the first four-row potato harvester in 2003 was the start of our commitment to the potato industry.

Our focus on direct sales and service and our commitment to product development have grown our presence in this market in France, the UK and the Benelux as well as in key regions in Alberta, Canada and in Washington, USA. Known for its capacity, the AR4BX continues to drive customer productivity.



**Under the Oxbo brand, we are committed to high quality potatoes and to next level customer service.**



## FORAGE QUALITY DRIVES MILK PRODUCTION

Oxbo has led the market in triple merger technology for nearly 20 years due to our focus on reducing alfalfa leaf loss and ash content.

With the introduction of the 2340 in 2021, our mergers offer a wide range of pickup widths.

**We are also focusing on the European silage market and extending our product line to provide superior pickup of the diverse grass crops across Europe, to give more forage contractors and dairies the benefits of merging technology.**





**MORE INFORMATION?**

Send us an email with the your contact details and the type of machine you are interested in to [INFO@OXBO.COM](mailto:INFO@OXBO.COM) or **CONTACT YOUR SALES REPRESENTATIVE.**

