

# FELDSAATEN FREUDENBERGER



[www.freudenberg.net](http://www.freudenberg.net)

## A family business with tradition

In 1948, Feldsaaten Freudenberg was founded in Krefeld by Siegfried Freudenberg as a one-man operation. He was able to acquire his first seeds from the military government of the British Army. His own bedroom served as the company's first office and storeroom. Its space requirements grew as the company enjoyed growing success, and in 1949 the operations had to be moved to a former restaurant, which became the company's headquarters. The business grew steadily, and so did the number of employees, along with offices and vehicles – all in order to fulfil the growing demand for seed.

Following additional growth and another move in the 1950s into a larger premises, construction began in 1968 on the first building of the current headquarters, located in Krefeld Gartenstadt (North Rhine-Westphalia, Germany). Since that move, the headquarters have been expanded through the construction or acquisition of new buildings, but the site remains to this day.

Further expansion is definitely on the cards!



# FACTS & FIGURES

■ Founding:	1948
■ Employees:	> 210
■ Storage and production facilities:	80,000 m <sup>2</sup>
■ Annual sales volume:	> 60.000 t
■ Own varieties:	> 200
■ Annual turnover:	> €150 million
■ Customers:	> 7,000 in over 70 countries
■ Mixing machines:	17
■ Cleaning plants:	3
■ Small packaging plants:	10
■ Bagging plants:	12
■ Laboratories:	2
■ Experimental and demonstration farm:	1

Today, Feldsaaten Freudenberger is one of the largest retailers of lawn grasses in Europe, offering an extremely broad product portfolio. It takes a particularly complex company structure to develop, produce and store a product, and then to deliver it to the customer. Some of these divisions are presented below:

## PRODUCTION

Numerous filling stations allow us to satisfy our customers' needs, filling packages in a variety of sizes and types, ranging from 250 grams up to 1 tonne. The types of packaging available include collapsible boxes, stand-up bags, pouches, flat foil bags, plastic bags, paper bags and big bags. The large fleet of machinery, along with highly motivated employees, ensures considerable flexibility when producing premium products.

## STORAGE

The 80,000 m<sup>2</sup> of storage space is divided between five warehouses on the company's land as well as additional external warehouses. This is the only way that large enough amounts of seed can be kept on hand so that customers can always get just what they need. The warehouses contain both incoming raw product as well as fully processed items that are stored under optimal conditions until they are delivered. The smooth operation of the storage facilities is in the hands of an efficient team and a modern fleet of gas and electric forklifts, along with additional goods transport equipment.





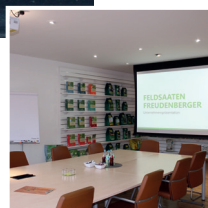
## LOGISTICS

Especially in the spring months, effective logistics are indispensable when it comes to making sure that customers get their deliveries on time. As soon as the temperatures begin to rise and the first signs of spring emerge, there is a spike in the demand for seeds. Throngs of gardeners and farmers want to restore their fields as quickly as possible and bring life back to their garden with a timely planting. During this period, logistics runs at full tilt, using 20 loading bays to get orders onto trucks from early in the morning until late in the evening. This makes it possible to deliver massive quantities of seed to customers in a short timeframe.



## ADMINISTRATION

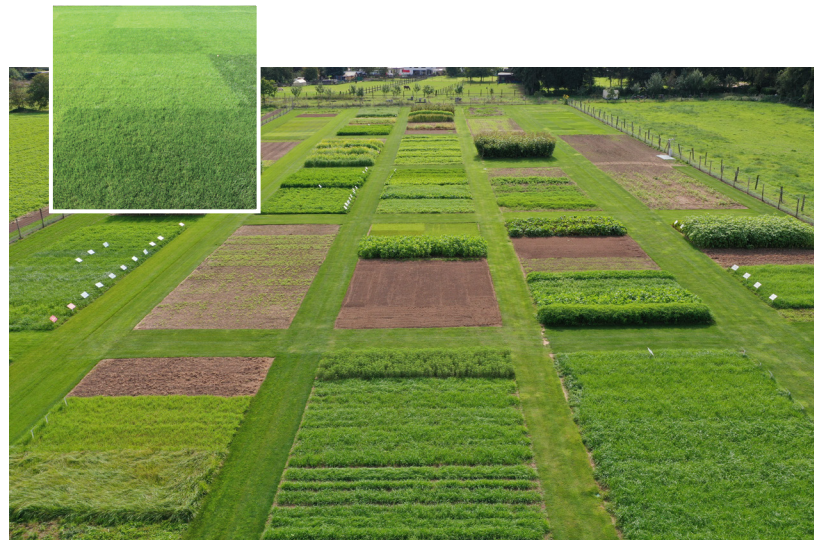
In order to look after such a large number of products and customers as effectively as possible, Feldsaaten Freudenberger has an administration division with a large number of offices and meeting rooms. Individual departments communicate with one another over various channels in order to ensure customers receive outstanding service.





## SHOW GARDEN

Not far from the company grounds is the 8,000 m<sup>2</sup> show garden, which was created as a demonstration site as well as an experimental facility. Agricultural species, flowering plants and lawn grasses are cultivated in large quantities on hundreds of individual plots. The lawn grass plots are used for trials of different varieties and mixtures, making it possible for visitors to see and feel the differences between different varieties of a single species and come away with their own impression based on real-world conditions. A team of specialists helps keep the site in tip-top condition 365 days a year.



## RESEARCH AND DEVELOPMENT

The importance and scope of research and development at Feldsaaten Freudenberger have grown steadily in recent years. Seed-specific processes like rhizobia treatment and coating technology are researched in depth, and suitable solutions are perfected to market readiness. Seedlings of individual species and mixtures are also cultivated in a laboratory setting and exposed to various conditions. This helps to elucidate which candidates are best suited to difficult conditions like salt content, drought, standing water or certain temperature ranges. The research laboratory, with its modern and extensive facilities, is ideal for carrying out these studies.