GROWERTALKS

GT in Brief

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Profile Products Expands Horticulture Business

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Profile Products, the manufacturer of HydraFiber horticulture substrates, and other soil and vegetation management solutions announced the acquisition of Sunterra Horticulture, a major producer of professional-grade sphagnum peat moss. The transaction includes all Sunterra product lines, as well as the company's state-of-the-art facilities in Saskatchewan and Manitoba, Canada. All Sunterra employees will also join Profile's team.

The investment combines the experience of both companies and expands Profile's horticultural product line to provide growers and blenders with a consistent and reliable supply of critical raw materials needed for their soil and media programs.

"We're excited to merge two of the most innovative players in the horticulture substrate market," said Jim Tanner, president and CEO of Profile Products. "Sunterra not only provides high-quality peat moss in North America, they also have an excellent team and modern facilities that complement our production."

The new products augment Profile's rapidly growing horticulture line, including HydraFiber. The acquisition will allow Profile to further enhance its strategic partnership with growers who choose to make their own mixes and blenders looking for a supply chain partner they can rely on for high-quality raw materials.

"Profile Products has established a strong market presence with products that fit well with our portfolio and corporate culture," said Albert Dorish, president and founder of Sunterra Horticulture. "Through our combined efforts and capabilities, I'm confident we'll be able to deliver a full range of solutions and services to support customers with their horticultural needs."

Sunterra joins Profile's extensive global portfolio, which also includes proven technologies for erosion control, landscaping, sports field conditioning, and golf course construction and maintenance. The transaction closed on December 1, 2020. Financial details were not disclosed. **GT**