

# GROWERTALKS

## GT in Brief

8/1/2022

## Svensson Acquires Hinova

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In 2021, AB Ludvig Svensson and Beektech Industries BV (Hinova) started a distribution agreement and collaboration. Svensson introduced ClimaFlow, a solution that combines Hinova's VentilationJet System and Svensson's Climate House advisory service. What began as a partnership between two innovative brands has led to a strategic business acquisition by Svensson.

Starting in June, Svensson owns Hinova including its assets. Hinova will be part of the Svensson group and act as an independent production and development company, whereas all sales are performed as ClimaFlow by Svensson. Hans Weisbeek, the former owner and general manager of Hinova, will act as an external partner to Svensson, and offer his knowledge and expertise. All other Hinova employees will stay on board.

Svensson will continue to broaden its climate solution offering by giving growers the tools to control humidity, temperature, light and UV radiation in greenhouses. With this acquisition, Svensson strengthens its position as a climate solution partner. **GT**