

# GROWERTALKS

## GT in Brief

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### TTA and ISO Join Forces

*Chris Beytes*

The only two companies manufacturing cutting-sticking robots (that work without any sort of cartridge to hold the cutting in position, that is) have decided to merge. TTA and ISO Horti, both based in the Netherlands, will operate under the name TTA-ISO.

The press release said, “This partnership directly addresses the booming demand for automation in global horticulture and food production.”

The merger centers on bringing together R&D resources, accelerating automations to market, and offering clients a broader range of products and services. Leveraging their tech and AI-driven vision solutions, TTA-ISO will focus on expanding in the Americas, Middle East and Oceania, while exploring opportunities in global food markets, and the carbon and fiber industries.

Martin Maasland, CEO of ISO, said of the deal, “This merger empowers us to help our customers push boundaries, transform their operations and achieve the extraordinary. By optimizing their processes and enabling more efficient use of resources, we’re reducing waste and environmental impact—vital for the sector’s future and a powerful opportunity to shape horticulture worldwide.” **GT**