

Services, Training , Support Within ST

Industry Initiatives

“Not implementing a product strategy is better than doing so without being able to properly service it.”

Ricardo Sfair Otranto

Topics

- › **Challenge of Seed Treatment**
- › **Services**
- › **Equipment**
- › **Engineering/Innovation**
- › **Coatings**
- › **QHSE/ Stewardship**



SERVICES



Bayer SeedGrowth™

Bayer SeedGrowth Services

Why do we need **SERVICES**



Support and provide partners with high quality application and performance of seed treatment

The challenge of Seed Treatment



SeedGrowth

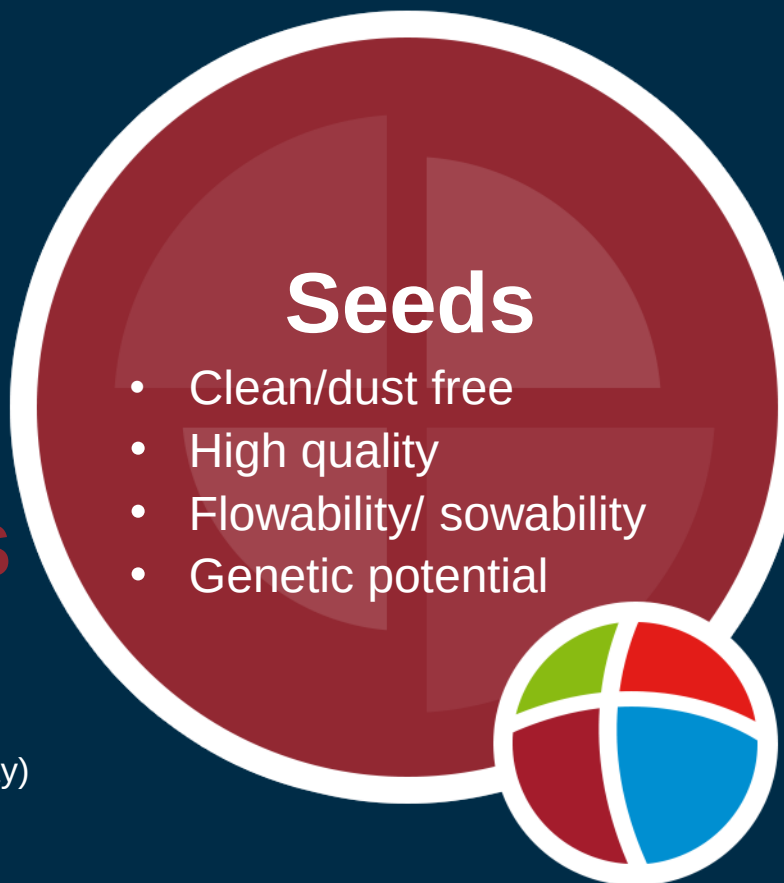
SERVICES

- SeedGrowth Centers
- Stewardship/QHSE
- Training & customer support – know how transfer

SeedGrowth

PRODUCTS

- Safe to seed
- Easy to apply
- Right features(viscosity/density)



SeedGrowth

COATINGS

- Film coatings technology for on seed application
- Coatings & drying/fluency powders

SeedGrowth

EQUIPMENT

- Type (batch/continuous)
- Training and customer service
- Operator safety
- Easy to operate
- Accuracy



Bayer SeedGrowth™ Services Customer oriented service & support



“Dealing With Machines is
a Pure People Business



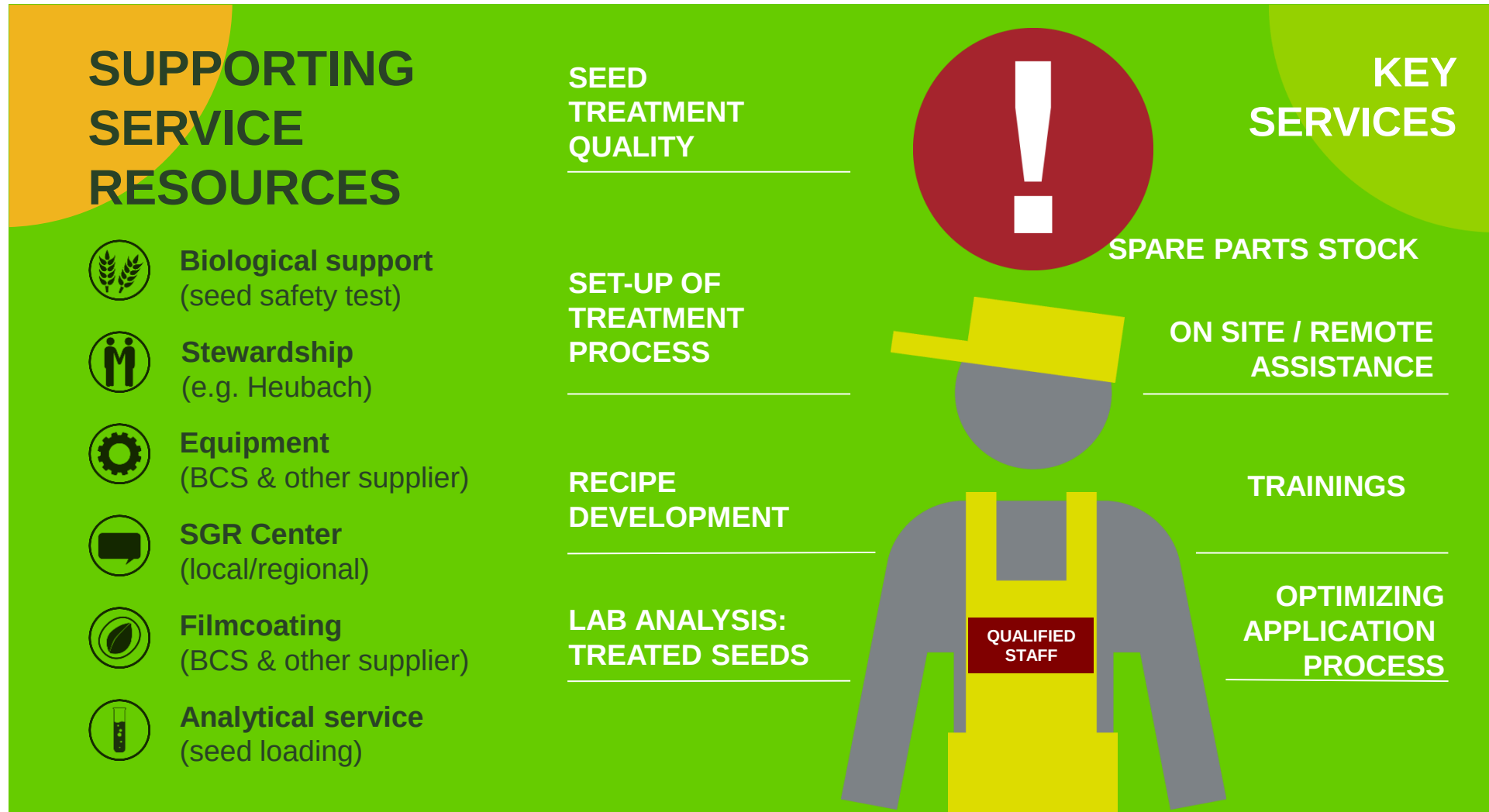
Bayer SeedGrowth®



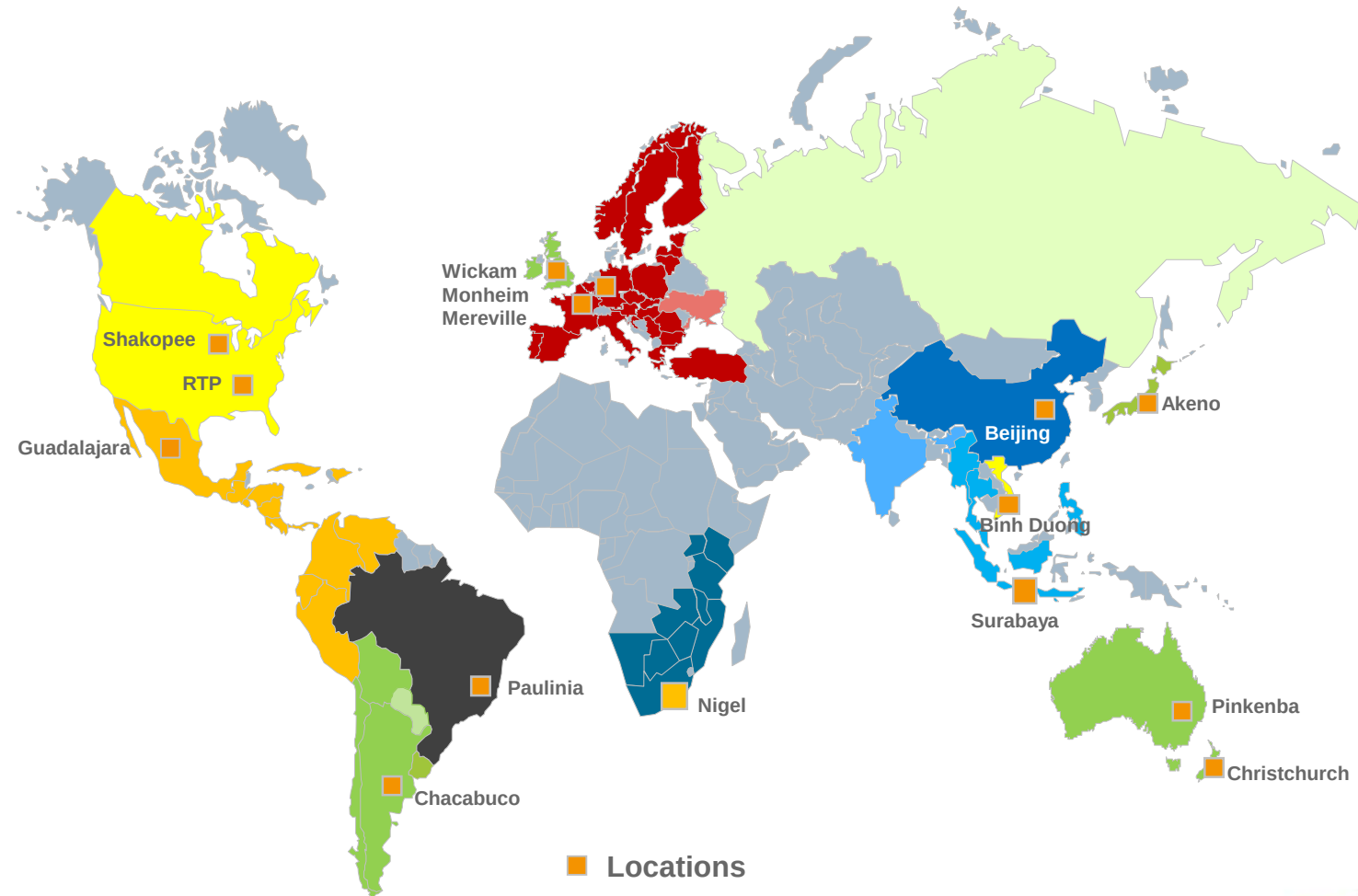
Bayer SeedGrowth®

SGR Centers (qualified staff w/ ST expertise)

Know how transfer



Worldwide Bayer SeedGrowth™ Centers (status 2017)



SeedGrowth Centers – LATAM



SeedGrowth Services - Trainings



Classroom



Demonstration/
Field days



Peripherals



Lab

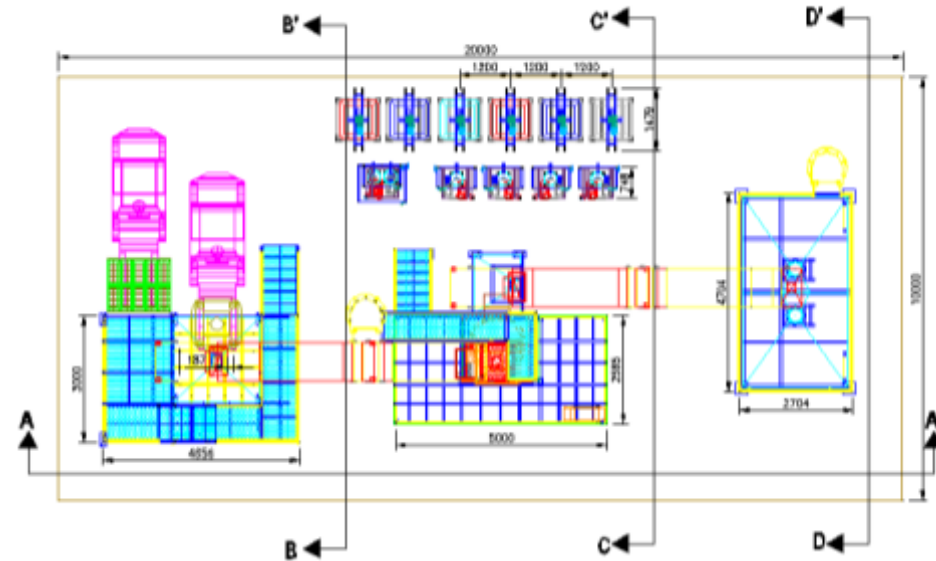
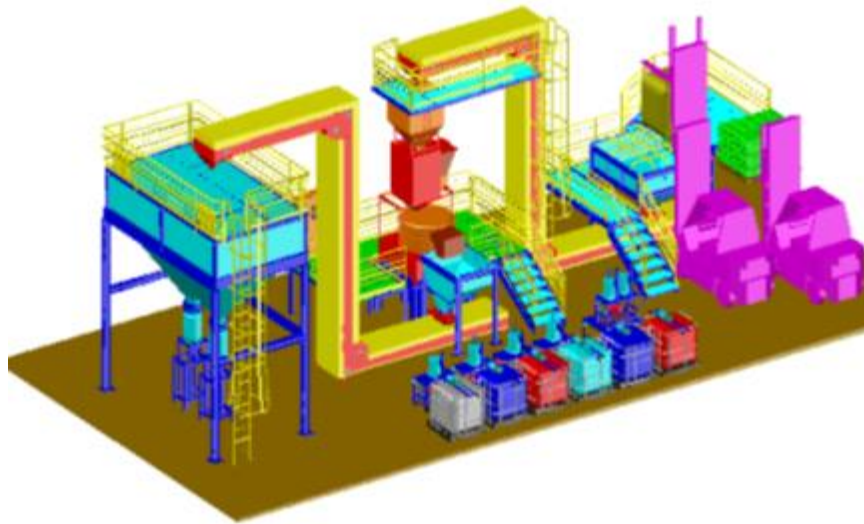


Equipment



ST (on site)

Projects for an Industrial ST facility must be customized



Support to analyze and develop new projects.



EQUIPMENT



Bayer SeedGrowth™

Bayer SGR Equipment

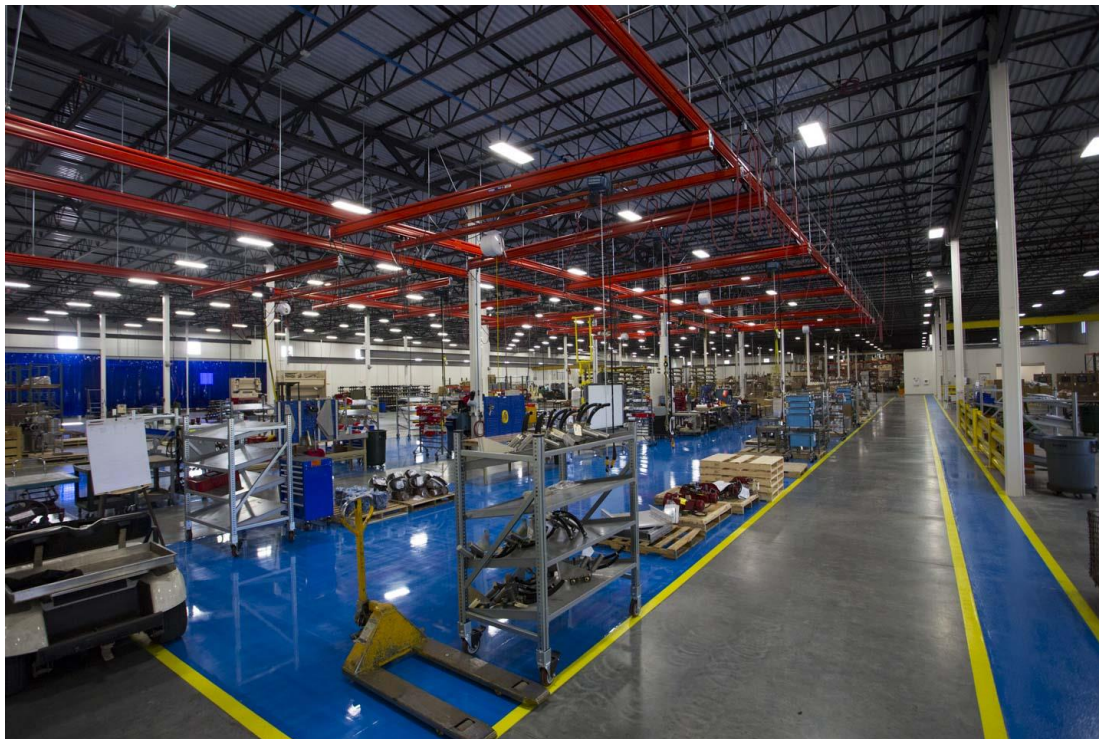
6th Seed Congress of the Americas

Promoting Seed Business in the Americas | September 5-7 2017 - Colombia Cartagena de Indias

SAA Seed Association of the Americas

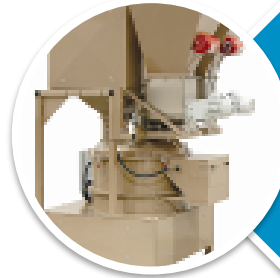
Bayer SeedGrowth Equipment

Innovation Center – Shakopee, MN, USA



Bayer SeedGrowth™ Equipment

A comprehensive product line



Industrial

Commercial systems for industrial applications with sophisticated electronics. Can be tied to plant process control systems



Semi-Industrial (e.g. seed multipliers)

Downstream continuous flow treaters for higher capacity and more accurate application control. Greater payback potential when applying high value treatments.



On Farm

Low capacity and simplistic designs for use on farm. Good treatment quality at a low cost.



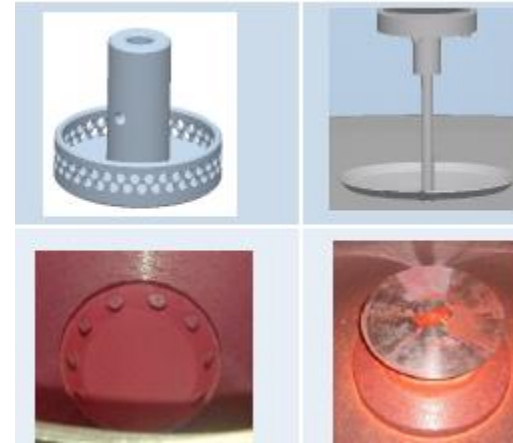
Bayer SeedGrowth™

Innovation at Our Service

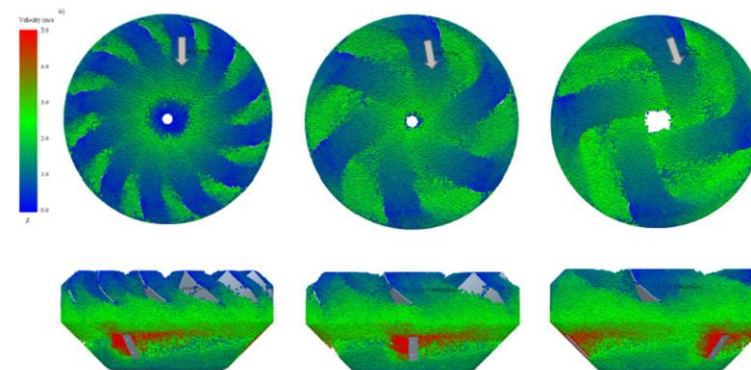
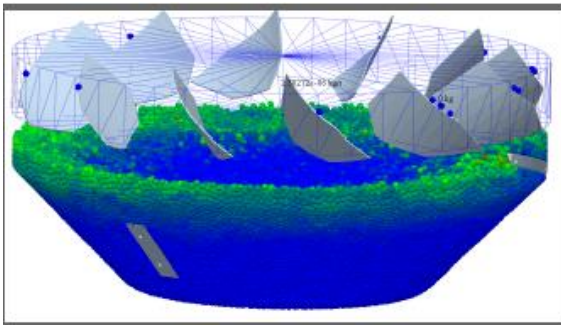
Modelling: innovation towards continuous improvement

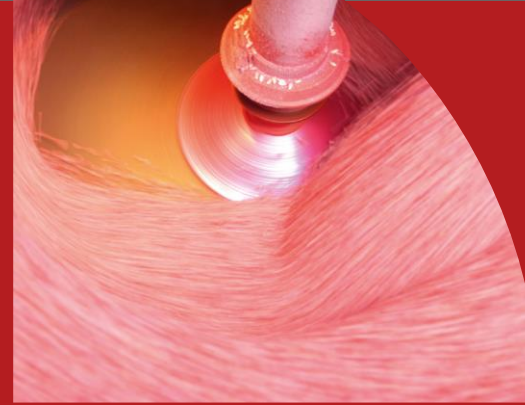
Relevant factors to be considered:

- Speed / acceleration
- Centrifugal and centripetal forces
- Fins/spoilers
- Atomizer
- Friction coefficient
- Bowl/drum radius, shape



Source: Bayer Technology Services





COATINGS

Bayer SeedGrowth Coatings
(Focus on QHSE and
Stewardship)

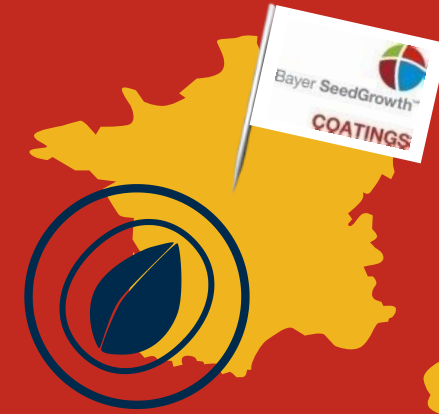
Bayer



Bayer SeedGrowth®

Coatings are much more than colorants!

Seed applied products to optimize **SEED TREATMENT QUALITY**



ADHESION

Reduction of dust emission
Reduction of ai losses by abrasion

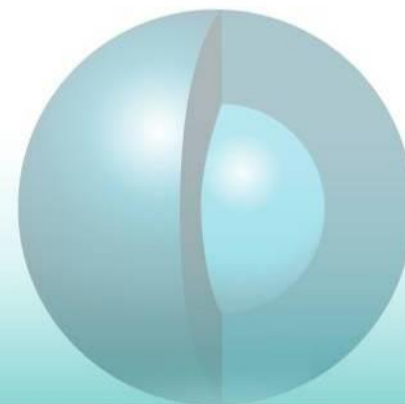
FLOWABILITY / SOWABILITY COVERAGE COLORATION

Coatings X dust off

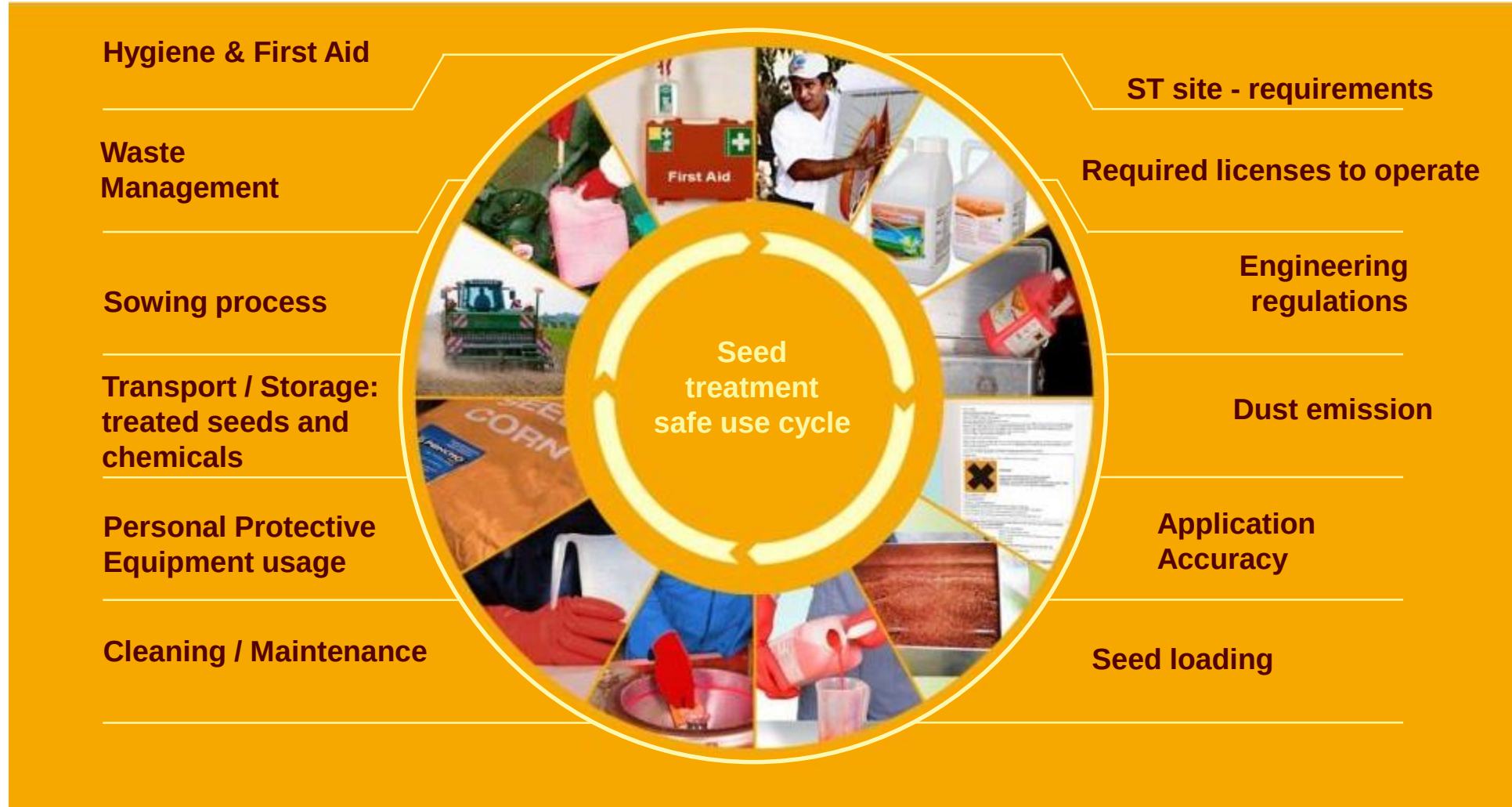
No coating



With Coating



Stewardship and QHSE on Seed Treatment



Conclusions



- ✓ Seeds are the main players in the ST operation
- ✓ High quality and properly cleaned seeds
- ✓ Seed Treatment plays important role for protecting seeds value
- ✓ Customer support/training is key for success
- ✓ Safety above all



"Not implementing a product strategy is better than doing so without being able to properly service it."

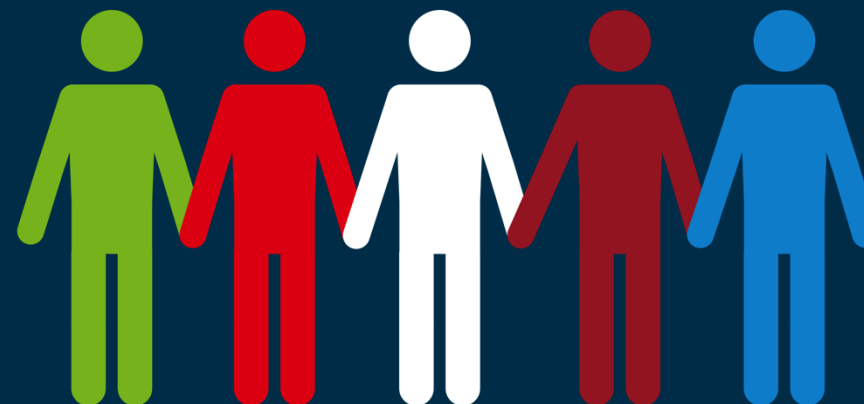
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**YOU NEVER
WORK ALONE**



Thank you for your attention!

