



100 YEARS

1920 - 2020



Time for new growth





BINST, OVER 100 YEARS OF SEED POTATO HISTORY...





1920

Pieter Binst starts marketing his services as a seed potato specialist

And successfully so. Binst quickly becomes a trusted name in the sector. This lays the groundwork for what will become a globally active family business.

In **1938** his son, Frans, takes over the company and Binst becomes synonymous with top-quality seed potatoes. Thirty-eight years later, the family business takes another successful step towards expansion when grandson Didier sets up the Belgian/Luxembourg seed potato business. Long before the current organic trend, he introduces the first organic seed potatoes under the name Bioterra. Binst Breeding & Selection (BBS) is born and becomes the largest seed potato grower in Belgium and Luxembourg.

In **2009** it's great-grandson Francis Binst's turn to put the company on the map as an international player with unique expertise in seed potato production in Belgium, Luxembourg, France, the Netherlands, the U.S., Canada and Australia. With a fresh perspective on international potato production and trade, the development of our own protected varieties gains momentum.



2020

Binst gears up for a new seed potato era

Times are also changing in the world of seed potatoes, and a global approach is now more important than ever. Ecology and sustainability are key.

So Francis Binst thought: what better time than this centenary anniversary to focus on transforming ourselves into a company that will be able to offer its customers the best seed potato products for the next one hundred years. A company that uses all its human and technological expertise to keep serving its customers in the best possible way. A company that focuses on humane and environmentally-friendly production and on a high-quality end result, tailored to your wishes.

Binst is building the future today

OVER 40 SEED POTATO VARIETIES, GROWN IN VARIOUS CAREFULLY SELECTED LOCATIONS AROUND THE WORLD AND IN DEMAND WITH AN INCREASING NUMBER OF CUSTOMERS AND GROWERS ... THAT IS WHAT BINST BRINGS TO THE WORLDWIDE MARKET TODAY. BINST NOT ONLY AIMS TO CONTINUE THIS GROWTH, BUT **TOGETHER WITH YOU** WE WANT TO KEEP FINETUNING AND OPTIMISING OUR QUALITY AND SERVICE, WHILE FURTHER POSITIONING OURSELVES AS AN INNOVATIVE AND FUTURE-ORIENTED ORGANISATION ...



... with a **brand new company building**

We will be moving from the old Binst headquarters to a completely new building complex, just 2 km down the road, reflecting in every way Binst's ambitions, vision for the future and corporate philosophy. We will still be located in Grimbergen, where our company has had its roots for 100 years.

The buildings will meet the latest sustainability standards and requirements, including triple glazing, geothermal heating and cooling, charging stations for electric vehicles, and more. The production hall is no larger than it needs to be, which will significantly reduce its ecological footprint. In short, Binst is positioning itself more clearly than ever as the top seed potato company of the future.



... with even more
customer-friendly service

” *As a family business, Binst has always maintained warm and personal contacts with both partners and customers. That's why I like to personally welcome our customers and visit them regularly.* ”

Francis Binst

... with a **new lab**

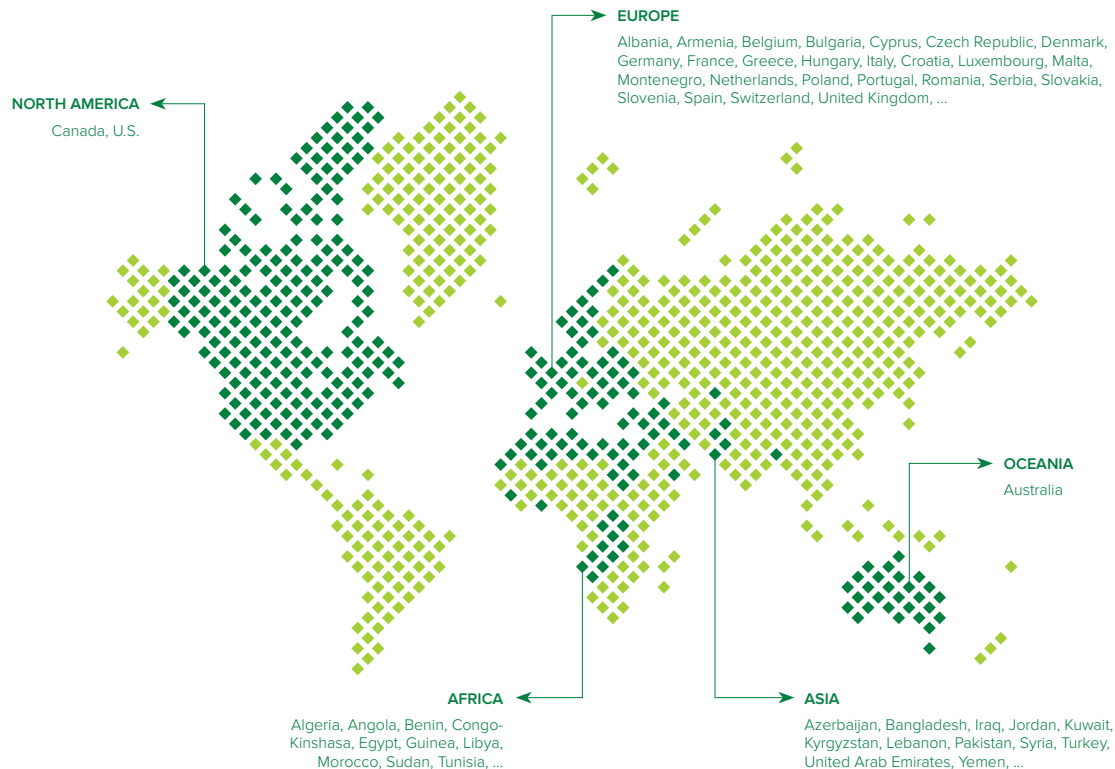
The Binst laboratory, which has become essential for quality control, has also been completely overhauled and expanded. So you can count on it that we will keep doing everything in our power to ensure your success.

... with a **new corporate design**

Binst is a top player in the world of seed potatoes. We want to project this with our revamped corporate identity, reflecting the current spirit of the times while also putting the Binst of tomorrow “in the picture”. We invite you to visit the new website to discover Binst 2.0.

Binst 2020: active around the globe

This map shows where in the world Binst puts its seed potato expertise into practice, together with our carefully selected growers, producers and partners. And undoubtedly more places will be added in the foreseeable future. Because at Binst, healthy growth is in our DNA.



POTATO VARIETIES

Agila ♦ Agria ♦ Alegria ♦ Anosta ♦ Axenia ♦ Bartina ♦ Beo ♦ Bintje ♦ Cara ♦ Charlotte ♦ Christel ♦ Cleopatra ♦ Connect ♦ Désirée ♦ Diamant ♦ Divaa ♦ Draga ♦ Forza ♦ Gala ♦ Goldmarie ♦ Hermes ♦ Ikarus ♦ Jackson ♦ Kennebec ♦ Kingsman ♦ Lady Rosetta ♦ Linus ♦ Marfona ♦ Monalisa ♦ Nicola ♦ Oxania ♦ Piro ♦ Première ♦ Primura ♦ Red Pontiac ♦ Romano ♦ Rosabelle ♦ Sante ♦ Saphia ♦ Soraya ♦ Spunta ♦ Swing ♦ Tebina ♦ Tessa ♦ ...

Want to discover tomorrow's Binst today?

Why not come and visit our new buildings and installations, where you learn more about what you can expect from the new & improved Binst now and in the future? Extending a warm welcome to you, Francis Binst will be happy to have a coffee with you.

Make sure to check out our new website
www.binst.be



How to get to Binst?





BINST IS GEARED UP FOR THE NEXT 100 YEARS...



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BREEDING & SELECTION