



Press release, 6 October 2021

## Robotics: PELLENC and Agreenculture implement their strategic partnership on a rapidly growing market.

**The two companies, already joint winners of the CIVIC Robotics Challenge, have further consolidated their collaboration.**

**PELLENC**, a global specialist in equipment for vine and fruit growing and portable power tools, **has signed an enhanced partnership and profit-sharing agreement with Toulouse-based company Agreenculture**, a French start-up specialised in positioning technologies and robotics solutions for agriculture.

This partnership is part of the PELLENC Group's **development strategy in robotics and autonomous machines**, and reflects Agreenculture's desire to sign a partnership that will structure the **industrialisation and distribution of its robots** for vine and fruit growing, both in France and internationally.

This collaboration will serve to **step up the development and marketing** of a range of robots, and so meet growing demand in the vine and fruit growing sectors.

The partnership is also intended to develop a **platform of services coupled with a software suite** to remotely monitor the robots deployed, among other things, thereby offering customers a comprehensive range of services for **intensive use of autonomous machines**: facilitated operation, local services via PELLENC's distribution network, and remote services operated by the Agreenculture/Pellenc platform. Ultimately, the PELLENC CONNECT digital platform launched this year will provide customers with a single interface for both their traditional machines and their robots.

Agreenculture and PELLENC share the same passion for agricultural activities and customer service, as well as the same values for promoting crops that give greater consideration to soils, nature and farmers.

**PELLENC's equity stake in Agreenculture** as a reference shareholder reflects a strong commitment. Agreenculture's founders will continue to manage their company and retain their majority interest, thereby guaranteeing **their company's self-sufficiency**.

Alongside these developments with PELLENC, Agreenculture will pursue its activities with its other historic partners in agriculture – leaders in their respective agricultural fields, and continue to actively seek partners in new areas of application.

Agreenculture will intensify its research work on different robotic applications and their associated solutions, positioning and integrated robot guidance (which dispenses with the need for human surveillance) and artificial intelligence combined with machine vision.

**PELLENC and Agreenculture are delighted with this agreement** which will allow them to push development forward and offer their respective **customers and partners** the best robotic solutions and technologies.

## About

### Agreenculture

Founded in 2016, Agreenculture is a French company that designs, develops and produces autonomous solutions for agricultural machines. It has a workforce of 45 employees, 80% of whom work in R&D.

To help all producers achieve their ambitious and demanding ecological objectives faced with labour shortages, the precision and robustness of tools is a critical issue when associated with robots.

Agreenculture's innovation is focused on this requirement.

With 13 years of Research and Development in the sphere of positioning and satellite guidance, its teams have invested this know-how in the development of robots for almost five years. Co-designed with different players in the agricultural world, these tools maintain plots of annual or perennial crops in total autonomy, and have already racked up several thousand hours of operation in autonomous mode and in real conditions.

This shared passion for terroirs and the fundamental role of Agriculture drive the company to constantly develop and offer the best, not only to its French and European collaborators, but to everyone.

[www.agreenculture.fr](http://www.agreenculture.fr)

### The PELLENC group

Founded in 1973 by Roger Pellenc, the PELLENC group (€280 million in turnover) is now one of the world leaders in equipment for winegrowing and winemaking, fruit growing and maintaining green spaces and urban spaces. It currently has 1,824 employees, 20 subsidiaries, 7 industrial sites in France and around the world, an R&D techno-centre with more than 200 engineers based in France, nearly 2,000 distributors and more than 500,000 customers worldwide.

Thanks to a policy of constant innovation, the Group has been able to anticipate changes in its markets and offer its professional customers ever more effective solutions. A strategy that has led to the filing of more than 1,300 patents and resulted in numerous awards attesting to the excellence of PELLENC products.

The Group's growth recently encouraged it to further develop its manufacturing processes, particularly at its Pertuis plant. This approach earned it the "Showcase Industry of the Future" label and the "Productivity Prize" at the *Trophées des Usines* for its innovative character, exemplary nature and workshop results.

The PELLENC Group also has a global environmental policy. It offers a complete range of "Zero Emission" products, develops and operates an industrial tool that meets eco-construction standards and implements optimised logistics aimed at reducing waste production and environmental impact.

[www.pellenc.com](http://www.pellenc.com)

---

## PRESS CONTACT

**Auberi HAUTCOEUR, Press agent**

[auberi.hautcoeur@leburo-rp.com](mailto:auberi.hautcoeur@leburo-rp.com) // +33 (0)6.58.07.94.79