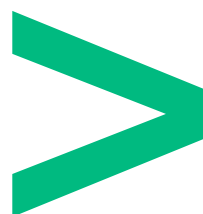


**COTECNA  
ACQUISITION  
SPOTLIGHT**  
FITOSOIL

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**FITOSOIL**  
Part of the Cotecna Group



**Explore the inspiring success story of Fitosoil, one of our key acquisitions.**



**Fitosoil** is a testing laboratory, specialized in agri-food and environmental sectors, and with a great expertise and accredited scope in fertilizer and Plant Protection Products testing.

The laboratory has been involved in an extension to a bigger facility and refurbishment of the former ones, achieving a total space of over 2.000 square meters. The team is already about 85 people, with a varied scope of degrees and technical skills (biology, chemistry, engineers, agronomist, environmental science, food technologist, software developers...).

## **1. Who are your clients and how do they find you?**

Our typical client comes from the agri-food or environmental sector, specially from the fresh fruit and vegetable sector or related to fertilizers and Plant Protection Products. Most of our clients are medium sized, but their testing needs are very different depending on the sector. The client key operations where we are involved now are mainly related to exportation and certification of fertilizers, including biostimulants.

In many cases, clients find us when they are looking for a laboratory which they can trust in for the certification process of their products. Word of mouth recommendations work pretty well in helping prospective clients find us. Let's just say that our reputation precedes us.

## **2. What kind of challenges do clients face before engaging your services?**

It is difficult, especially for fertilizer producers, to find a laboratory that covers a wide range of parameters and sectors. Clients usually resort to several different contracts to attain the full process control. With us, however, they have a full scope service from sampling in the factory, to the testing, to following-up on their waste management, testing of raw commodities and the certification analysis of their final products.

Switching from multiple providers to a single provider helps our clients optimise their processes and improve their time management. This is because they were impacted by the time-consuming processes of searching and working

with different providers, and delays from the waiting time to have all results and merge them to perform their final evaluation of the products.

## **3. What specific needs or requirements does Fitosoil addresses for its clients?**

If clients are looking for a reliable and confident company, with an extensive analytical portfolio covering all their activities, we are usually a good fit for them. All projects are carefully studied by our team, and we always provide the best approach to meet the client expectations.

## **4. How does Fitosoil customize its solutions to meet the specific needs of its clients?**

All our experts work together from their different perspectives and areas of expertise to create synergy. From there our ideas merge in a way that makes solutions meet the needs of the client. We adapt our thinking to the client by listening to their feedback in a circular way using necessary sprints to determine the best project approach.

## **5. Were there any unique features or aspects of Fitosoil products/services that proved particularly beneficial?**

A unique Fitosoil feature that always proves particularly beneficial is our ability to provide clients with direct information from the technical managers. Clients also work directly with them in the development of the analytical project, guaranteeing confidence in the results that they are getting. This is one thing clients always recognize and show their appreciation for in their feedback.

## **6. Describe the process of implementing Fitosoil product/service for the client**

We start by listening to the needs and requirements of our clients. Then, the team thinks about the best option to apply to the project and finally the customer approves the draft design. After checking their answer, we build together the full project and start with the determinations (or sampling if requested).

## **7. Are there any challenges or obstacles during the implementation phase?**

Some challenges we face during the implementation phase include that sometimes clients expect results that are not in line with the results received. These hard moments are solved by talking openly about our quality assurance processes and even performing test repetitions to show our dedication. Several times, we have taken new samples to confirm the results, and helped the client to find the origin of the difference in the result.

## **9. Were there any unexpected positive outcomes or additional benefits?**

Many times, we have received the feedback that thanks to our evaluation of the results and the previous ideas for their projects, they were able to sell their goods in additional markets and regions, finding new buyers and increasing the possibilities of the product.

## **8. What positive feedback or endorsements have you received from clients?**

Several customers have reported that, just with our logo/trademark in the report, the results were accepted by the authorities of a country for the registration of the products, or

the product was sold to their customers thanks to the recognition of our company in the agri-sector.

## **10. What factors contributed to a successful collaboration with a client?**

Communication and confidence are the key words in our collaboration with clients. Through continuous communication about their requirements and needs, projects are developed in an efficient way. The confidence of the client in the results that we are providing and the ideas/determinations we are indicating are also important. This allows us to work in a comfortable and transparent way.

## **11. What lessons, if any, have you learnt that can be applied to future client engagements?**

All our projects provide lessons for the following ones. Every time we face a new issue with a client, it's a new opportunity to learn something and apply it in upcoming projects or improve our methods.

## **12. What contributes to a long-term relationship with a client?**

The certification of their products thanks to our analysis and the selling of their goods thanks to our service, is linked to keeping the relationship with clients long term. This has led to an 80% client retention rate.

## **13. What key takeaways would you like to leave us?**

Just two words: Trust and communication

#### **14. Have you engaged in any collaborative efforts or synergies with other Cotecna entities?**

We have performed several webinars and shared technical information about our methods inside the group. These actions are key to improving our methods and finding better approaches to problem solving or developing a specific project. The webinars have shown our network that we are not alone, and we can meet many different needs other than the current one we are supporting them with.

We have also performed projects with our colleagues in Nofalab and Neutron, where we have shared resources over specific samples covering different determinations and providing info and report samples similar to what the customer needed.

**Thank you for taking the time to share your success story and processes with us. We look forward to hearing more Fitosoil success stories.**

**To learn more about Fitosoil, please visit the dedicated [Fitosil website](#) or [contact them](#).**