

Integrated Pest Management



Hybrid Offering	
Brief description	Koppert provide integrated pest management which moves the traditional focus from selling pesticides to selling pest-free guarantee.
Hybrid offering's industry	Chemicals
Company details	
Koppert B.V. www.koppert.com	Koppert is the international market leader in the field of biological crop protection and natural pollination. Since 1967, the company is based in Netherlands with 200 employees. Koppert also has several subsidiaries for sales and/or production on four continents.
Company's industry	Chemicals
Country of origin	Netherlands
Dimensions	
Product dimension	Koppert's biological pest management solution is based on a combination of preventive and corrective treatment strategies, including (1) supervised control, (2) cultural control, (3) crop sanitation, (4) mechanical control (i.e. with the help of mechanical measures), (5) biological control (with natural enemies), (6) chemical control (i.e. with chemical pesticides), and (7) monitoring.
Service dimension	Integrated Pest Management is a tailor-made solution. In addition, Koppert provides advice, guidance (e.g. Koppert Side-Effects Guide), and training (e.g. on pest recognition) to growers.
Other links	http://www.koppert.com/Pest_control.13789.0.html http://www.koppert.nl/Side_effects.html
Other Crucial Dimensions	
Hybrid orientation	
Community as service	No
Target market	B2B
Revenue model	

Images

Product dimension



Service Dimension

