

ZASSO PRESS RELEASE

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RELEASE DATE:

2021/10/18



Zasso GmbH selected as a Finalist for Germany's Next Economy Award 2022

Aachen, October 18, 2021

Zasso GmbH, a subsidiary of Zasso Group AG, is pleased to announce that it has been shortlisted as one of nine companies, from a total 160 applicants, for the Next Economy Award (NEA), in Germany. The NEA is the top national award for founders who are helping to shape the change to the "next", more sustainable economy.

To achieve the shortlist, Zasso presented its revolutionary Electroherb™, electric weeding solution, its growth strategy, and its environmental and social impact. It demonstrated the advantages of its innovation to help transition towards a non-chemical world, and its commitment to preserve biodiversity. Together with the other 8 finalists, Zasso will present its business model in a live pitch in front of the jury on December 3rd 2021 during the 14th German Sustainability Day.

"It is an honour for Zasso to have been shortlisted for this prestigious award. It validates our team's hard work and tireless effort to implement our mission to help society transition towards a non-chemical world" says co-CEO, Benjamin Ergas.

The NEA is intended to provide support for green founders and social entrepreneurs, to give impetus to sustainability-oriented start-ups and to set oriented start-ups and to shape role models. The award aims to promote pioneers and strengthen and accelerate the transformation to the "next", more sustainable economy as a whole.

The competition was developed with the assessment partners of the international management consultancy Kearney, the Centre for Sustainability Management at Leuphana University Lüneburg, the DIHK - Deutscher Industrie- und Handelskammertag and Ashoka.



XPOWER™ solutions, Powered by Zasso™, include the XPS and XPU products for vineyards, orchards and urban environment in Europe.

Zasso Group AG is an innovative Swiss-based company specialized in non-chemical weed management solutions using advanced power electronics. Originally developed in Brazil, the patented technology targets both the shoots and the even more critical roots of undesired plants systematically by employing advanced lightweight high-voltage methods. The solution is commercialized under the name of Electroherb™ and XPOWER™. Its flexible, interchangeable applicators allow the system to be used in a range of surfaces and segments including agriculture, consumer market, and urban areas. In the context of dwindling number of available methods for environmentally friendly plant control. Zasso's mission is to develop the necessary control and power modules that will help make the world herbicide-free, for a better future. With offices in Zug (Switzerland), Indaiatuba (Brazil), Aachen (Germany) and Paris (France), Zasso strives to demonstrate leadership in the electric weed control technology in all the markets it serves. More information can be found on the corporate website: www.zasso.com.

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