



## PRESS RELEASE

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# **Zasso and Group Verschuieren form a strategic partnership for XPower distribution in the Benelux**

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- **Strengthened regional customer experience is the key driver behind the partnership.**
- **Partnership centred around the full line of XPower electric weeding products - XPU (Urban), XPA (Hydraulic Arm), XPS (vineyards/orchards) – to municipalities, contractors and farmers.**

Zasso, the world's leader in electric weeding solutions, and Group Verschuieren, a recognized specialist in mechanical engineering and construction of material for service providers and municipalities, are pleased to announce their strategic partnership in the Benelux. Group Verschuieren will become an authorized distributor of XPower devices, to continue to scale up Zasso's electric weeding solutions in the region, and provide aftermarket services to customers.

Zasso's tractor-based electric weeding solutions provide an efficient and sustainable alternative to chemical, mechanical and thermal weeding methodologies. The collaboration with Group Verschuieren combines the disruptive nature of Zasso's electric weeding products portfolio with the regional presence and professionalism of Group Verschuieren in the Benelux region, to ensure a deeper market reach and to strengthen customer experience.

Both companies are committed to foster innovation and accelerate the adoption of Zasso's technologies by contractors, service providers and municipalities in particular.

The agreement is focused particularly on the distribution of the XPower XPU designed for electric weeding in green spaces, industrial estates, wide avenues, parks, sports grounds, parking lots, as well as the XPower XPS, designed for vineyards and orchards, and any future XPower solutions to be launched by Zasso.



This partnership builds on the existing distribution of the XPower XPA, which uses a bespoke hydraulic arm already developed by Group Verschueren exclusively for Zasso, to access hard-to-reach weeding areas.

“We are very excited to work with Zasso on their deployment of such groundbreaking technologies. The market is asking of new solutions that are disruptive and efficient,” said Carlos Verschueren, Founder and CEO of Group Verschueren.

“Group Verschueren” is an established name in the region. They are known for their commitment to their customer base. We believe this partnership, which is a natural evolution of our successful joint development these last two years, will help drive the adoption of our tractor-based electric weeding products in the Benelux. We look forward to our long-term partnership” said Benjamin Ergas, co-CEO of Zasso.



## About Zasso

Zasso is an innovative Swiss-based company specializing in non-chemical weed management solutions using advanced power electronics. The patented technology targets both sprouts and roots of undesirable plants. Its flexible and interchangeable applicators allow the solutions to be used on a range of surfaces and segments, including agriculture, consumer market, and urban areas. Zasso's mission is to provide the efficient, viable, and necessary technologies for a new global weeding paradigm. With offices in Zug (Switzerland), Indaiatuba (Brazil), Aachen (Germany), and Paris (France), Zasso is the worldwide leader in electric weeding.

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



## About Group Verschueren

Group Verschueren – subcompany of Maaiers Verschueren, founded in 2010 – is a Belgian family owned company specialized in the construction, sale and rental of machinery for service providers, road maintenance and municipalities. We are committed to providing high-quality aftermarket support to ensure customer satisfaction. Group Verschueren also prides itself in thinking “outside the box”, creating tailor-made, innovative solutions that are best suited for its clients. This makes Group Verschueren ideally suited to distribute the XPower portfolio from their main office located in Lochristi, Belgium.

[www.group-verschueren.be](http://www.group-verschueren.be)

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