



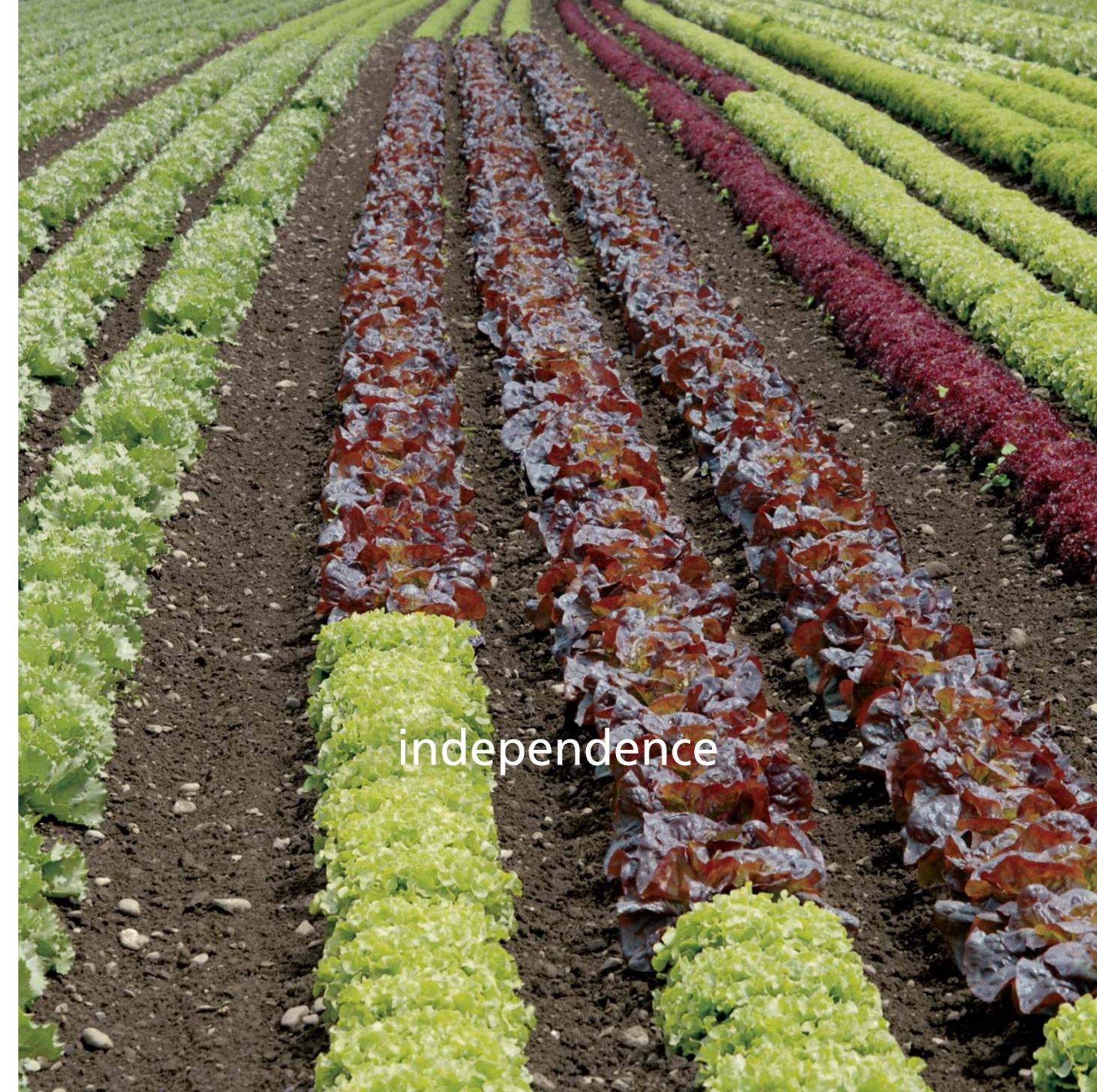
Beiselen



respectability



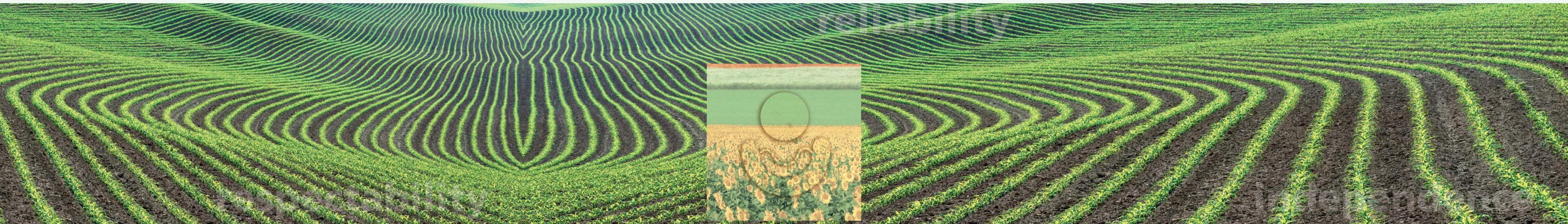
reliability



independence

Consistent values. Changing times. Sustainable growth.

What has always influenced and inspired us.



Do you believe in clear visions rather than merky illusions? Realistic values rather than empty words? Future-orientated solutions instead of make-do remedies with no substance? If so, then we have a lot in common. Because Beiselen is a company with a very genuine and distinctive corporate identity which it puts into practical application every day. Some people call it the secret to success. We call it respectability, reliability and independence not only in the way we think – also how we act.

For over a century our company has been responding to the specific challenges posed by nature and agriculture. The small business which began back in 1890 with the production of Albert slag and sales of mineral fertiliser, has meanwhile developed into a leading supplier for all kinds of seeds, fertilisers, pesticides and other agricultural products.

The confidence you – as our business partners and customers – place in us and the support you give us provide us with the essential elements for healthy growth. Once again this proves: the core requirements for mutual success are not to be found in short-term maximisation of profits but rather in a long-term collaboration between you and Beiselen, in a relationship characterised by mutual respect.

A successful future ensues from a stable past.

A story of success – based on good, solid values.



The fact that throughout the decades we have remained your strong and competent business partner is due to the fact that today we do nothing which is fundamentally different from the generations before us. We "fertilise" our products and services with values, knowledge as well as entrepreneurial creativeness inherited from our predecessors, thus instilling them with a real soul. It is this special closeness which distinguishes Beiselen.

As a family business with deep regional roots, we have developed successfully into an independent agricultural wholesaler which is active throughout the whole of Germany. We take care to maintain our autonomous position within the market as this enables us to operate flexibly without any particular economic restraints. An awareness of our own roots and innate strengths promotes the pioneer spirit which keeps the successful symbiosis of tradition and innovation alive.

LONG-TERM PARTNERSHIPS BASED ON TRUST.



From people, for people.

The principle of our lively and vital business culture.



USING INDIVIDUAL HUMAN VARIETY AS A CORPORATE OPPORTUNITY.

At Beiselen personal involvement is a key factor to success. This is why we feel it is decisive for work processes to be able to move dynamically between flat hierarchies. It makes communication fast and clear. Dynamics, however, also mean a highly developed sense of individual responsibility. Each and every employee is actively involved. With all the liberties and consequences which ensue. Ultimately this creates a high level of identification with Beiselen and a desire to perform well.

Acting responsibly, a sense of togetherness and mutual support: a task which, thanks to our enthusiastic and decisively orientated team, we fulfil anew every day. Each and every individual as a valuable link in the value added chain – this is crucial for us as a medium-sized family business. Human qualities are very important for us. Particularly in our dealings with you. Because we like to communicate on equal terms. From business partner to business partner. From colleague to colleague. From family to family.



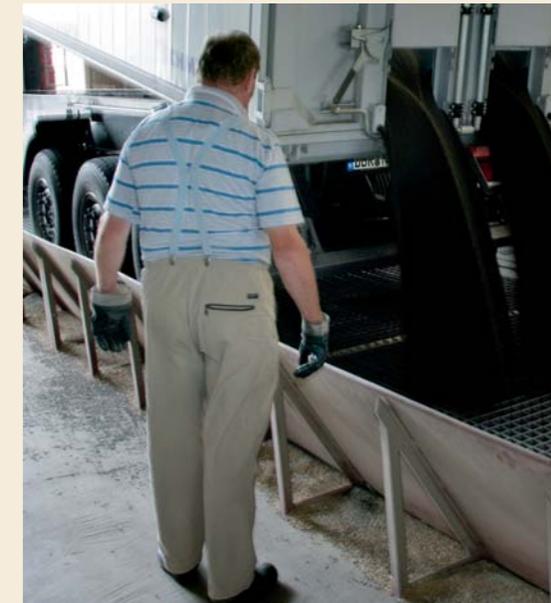
Always an idea ahead.

Well prepared to respond to market challenges.



The fact that today we are one of the leading private agricultural trading concerns in Germany is certainly not the result of mere coincidence. After all, our services extend far beyond sales of seeds, fertilisers, pesticides and agricultural products.

The extra benefit you receive in working together with us is reflected in the all-encompassing, individual customer care: from the sowing stage via the harvest to the marketing of plant-related capital goods, Beiselen will support you throughout – as a trader in high-quality products and as an active source of inspiration. This closed supply chain ensures optimum efficiency in the entire agricultural cycle – and ultimately also an optimum harvest yield.



GOOD STOCK AVAILABILITY AND SERVICE –
ALWAYS SOUND AND RELIABLE



high-yield

CONSULTANCY
SERVICE



Acting rather
than reacting.

Our knowledge concerning the complexity of agriculture combined with our flexibility and professionalism, means we are able to find precisely matching solutions for any challenges and problems which arise. This applies equally in the areas of consultancy and service as well as logistics. When our customers are satisfied then we are satisfied too. We are always pleased to help them fulfil any special, individual wishes.

STORAGE AND LOGISTICS

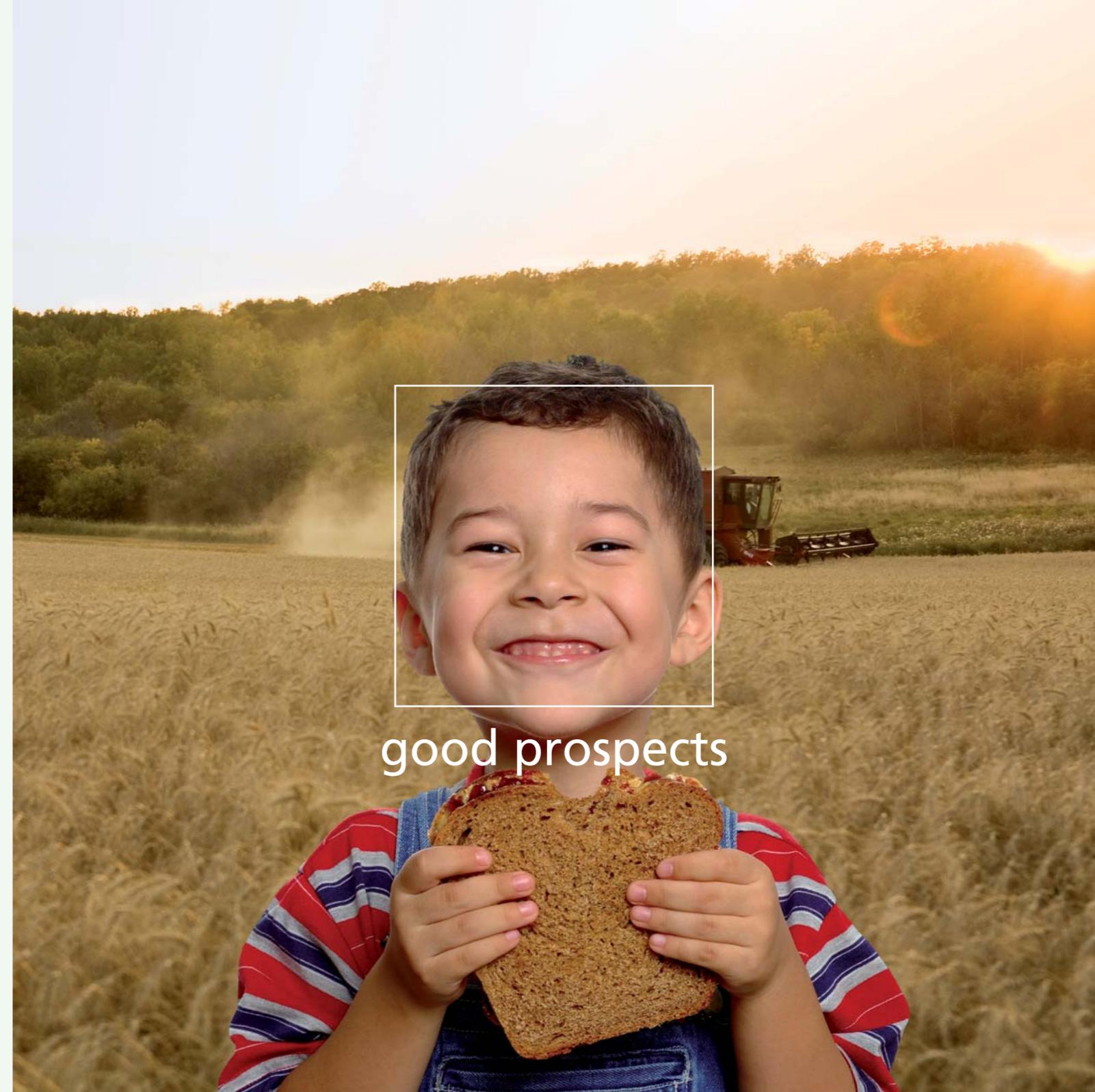


An additional Beiselen-benefit: our decades of experience make it possible for us to recognise market tendencies in good time, to act accordingly and – by means of our on-the-spot interchange of experience and knowledge, to assure you and us of a position significantly ahead of the competition.

The values of today determine the state of tomorrow.



Beiselen can look back over a lot of history. It can, however, also look forward to a lot more future. This is why it is as important for us today as it was in the past to justify your confidence in our company every day anew. On the basis of this conviction we adhere to our values of "respectability, reliability, independence" and the down-to-earth attitude associated with it. At the same time we sharpen our perception of future developments and challenges in the context of which we will successively grow together with you, our business partners. So our company motto is of timeless application: You and us – partners based on conviction.



good prospects



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