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Vermeer and Netafim Announce Strategic Marketing Alliance
Venture offers solutions to subsurface irrigation industry

At A Glance

Vermeer Manufacturing Company and Netafim Irrigation, Inc. have announced an alliance that aligns both company's products to better serve the subsurface irrigation industry. Under the agreement, Netafim Irrigation will develop and market underground drip irrigation products that can be installed using Vermeer equipment with vibratory plow attachments.

Pella, Iowa and Fresno, Calif. — Vermeer Manufacturing Company and Netafim Irrigation, Inc. have announced a marketing alliance that will build on the complementary strengths of two leading manufacturers to offer innovative solutions to the subsurface irrigation industry. Under the agreement, Netafim will develop and market underground drip irrigation products that can be installed using Vermeer equipment.

Technological innovation and environmentally sound applications were the key factors that shaped the decision for Vermeer to form an alliance with Netafim, according to Ed Savage, Vermeer Segment Manager. "Netafim has nearly 40 years of experience in supplying drip irrigation products and have earned the reputation for providing its customers with practical solutions to modern irrigation challenges including worldwide water shortages," he said. "Netafim subsurface irrigation products use up to 70 percent less water than conventional above ground irrigation systems."

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“We are pleased to align ourselves with a leader in the industrial equipment industry,” said Mike Stoll, Netafim’s Landscape & Turf Division Market Manager. “As an industry innovator, Vermeer recognizes the need to develop equipment that can help solve irrigation-based problems while raising productivity, protecting the environment, and conserving water.

Vermeer has developed a multi-blade vibratory plow attachment for its LM42 and LM25 tractors to install Netafim Techline CV® or Techline® dripperline in the ground. With minimal damage to the ground surface, the plow attachment can simultaneously pull multiple rows of the water-conserving dripperline in turfgrass or gardens.

About Vermeer Manufacturing Company

Vermeer Manufacturing Company of Pella, Iowa, manufactures a full line of horizontal directional drilling systems, compact excavators, compact skid-steer loaders, pneumatic boring systems, vibratory plows, track and utility trenchers, tub and horizontal grinders, tree equipment and agricultural products. Vermeer offers worldwide sales, support, service, and parts through an independent, authorized dealer network. For more information, please contact Vermeer at 1-888-VERMEER (837-6337) or visit www.vermeer.com.

About Netafim USA

Founded in 1964, Netafim, with its U.S. subsidiary located in Fresno, Calif., is the largest low-volume irrigation company in the world with 13 manufacturing facilities worldwide. With 32 subsidiaries in more than 110 countries, Netafim offers a full-line of products for a variety of markets including agriculture, landscape, greenhouse, nursery, mining and wastewater. To learn more about Netafim, please call 1-888-NETAFIM (638-2346) or visit www.netafimusa.com.

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