

## **HatchTech builds state-of-the-art headquarters**

*‘The foundation to build on further, stable growth for the agrifood industry’*

**HatchTech Group is excited to reveal the plans for the new corporate headquarters, in the heart of the Dutch Foodvalley. This state-of-the art headquarters will serve as a home for all the HatchTech divisions, and as a creative hatchery for new ideas and innovations.**

By bringing all disciplines under one roof, from research to design and from customer support to sales, the new headquarters will largely contribute to realising HatchTech Group’s ambitions. “As we lay the foundation of our new headquarters, we are also laying the foundation to build on further, stable growth for our company and the agrifood industry. An opportunity we owe to the faith of our customers in our vision and products”, says CEO Tjitze Meter. “The new building will offer the creative, inspiring environment that is essential to facilitate innovation and progress. Besides, the headquarters will be more than a place to work from. It will also be a meeting place, where we can welcome customers and relations.”

### **Training and exhibition**

On entering the headquarters, visitors enter the showroom, which resembles a permanent exhibition area for the innovations, technologies and products of the Group divisions. This showroom is also very valuable for the training of customers and employees. Another important function of the headquarters is facilitating innovation. “An important part of the building is dedicated to research and product engineering”, explains CCO Joost ter Heerdt. “I like to think of it as a playground where our developers and engineers feel the liberty and opportunity to develop, create and test innovations. That is part of our DNA and the new building will facilitate and stimulate this even more.”

### **Connection, innovation and interaction**

The architect has designed the building based on the desire of HatchTech divisions to put the customer first, combined with the needs and wishes of the employees and surroundings. COO Ellen Poodt: “One of the first steps of the process was to question our colleagues: how do they see the future at HatchTech and how should their working place enable that? That has led to a very light, playful and transparent design that breathes connection, innovation and interaction. Combined with the attention the architect paid to the environment, with a nature inclusive design and the use of plants and solar panels, it makes us very proud and looking forward to work here with all our colleagues under one roof.”

Just like the current HatchTech locations, the new corporate office will be located in Veenendaal. The founding place of HatchTech Group, Veenendaal is located conveniently in the heart of the Dutch Foodvalley and centrally located in The Netherlands, easily accessible by road and by public transport. The construction will start mid-2021 and will take about a year to complete.

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## **Intelligent solutions for tomorrow's food challenges**

HatchTech Group creates high-performance technology for global food producers and other customers. We have been developing our capabilities in research and innovation for more than two decades. This enables us to spot challenges before others do, and help our customers derive maximum value from their investments.