

## **Austrian Bauer Group on the road to success in Brazil**

Production site for irrigation systems in São João da Boa Vista will be further expanded

**In 2016, the Austrian Bauer Group opened a modern factory for the production of irrigation systems 200 kilometers north of São Paulo. In the meantime, production has been expanded, the workforce has been increased and a software company specializing in the agricultural sector has been integrated. The international company with its headquarters in Voitsberg, Austria, has been active on the Brazilian market for over 25 years. The site in São João da Boa Vista is the turning point of Bauer's presence throughout South America. Bauer do Brasil is managed by Roque Luiz Alberto and Rodrigo Parada.**

The Bauer Group is considered the global market leader in irrigation. In order to meet the increasing demand for irrigation systems in Brazil and South America, a new production facility was built in São João da Boa Vista in 2016. The plant "Bauer do Brasil" is one of a total of 6 production sites of the Bauer Group and covers an area of 37,000m<sup>2</sup>. The main focus lies on manufacturing modern irrigation systems such as the Rainstar hose reel machines and low-pressure pivot systems. Since the inauguration in 2016, production and thus the number of employees has been increasing gradually. 230 employees in the Brazilian plant currently manufacture irrigation systems for a total area of 51,000 ha/year.

### **Integration of company Irricontrol specialized in software development**

In 2021, the production of the youngest member of the Bauer Group, the Brazilian high-tech start-up Irricontrol, was integrated into the São João da Boa Vista site. Irricontrol's R&D department is still located in Itajuba's Silicon Valley. Irricontrol's focus lies on software development for the agricultural sector. Its 36 employees work in close cooperation with Bauer Voitsberg and concentrate on the development and optimization of future-proof digital solutions, such as soil moisture measurements by satellite or modern controls, with which irrigation systems can be easily monitored and operated from a PC or smartphone.

### **Increase of production capacity**

In the meantime, the go-ahead has also been given for the expansion of production capacity in São João da Boa Vista. The existing factory will be enlarged by another production hall with an area of 6,500 m<sup>2</sup>. This increases the entire hall area to a total of 13,000 m<sup>2</sup>.

### **Facts Bauer do Brasil:**



Subsidiary:	São João da Boa Vista
Production halls:	13.000m <sup>2</sup>
Total area:	37.000m <sup>2</sup>
Staff:	230
Product range:	Rainstar, Pivot
Turnover:	2022: 100 billion €

### ***The Bauer Group at a Glance***

*Since its foundation in 1930, the BAUER Group - headquarters in Voitsberg, Styria, has been focused on irrigation and slurry management technology. Whilst initially producing wastewater and slurry pumps, the company first became an international player in the sector of irrigation technology in 1947 with the patent-protected Bauer lever lock coupling - named after Rudolf Bauer, the company founder. Today the company is developing rapidly in the biotechnology sector with wastewater treatment & biogas plants and it is focusing on three main sectors: irrigation management, waste water management as well as energy management.*

*BAUER is the Global market leader in irrigation technology: A total of more than 2.5 million hectares are irrigated globally. A major part of sales representing 50% of the total turnover is achieved in the sectors of slurry and environmental waste processing. The BAUER Group exports to about 100 countries of the world. With approx. 650 employees, Bauer generated consolidated net proceeds of about 145 million Euros in the financial year 2020/21. With an export ratio of 90%, the main markets of the BAUER Group are Germany, France, the CEE countries, China, the USA, Australia and South America. In October 2016 a new plant in Brazil was put into operation.*

*The BAUER Group currently consists of 16 companies worldwide, including the well-known German labels BSA, Eckart, and FAN.*

### **Product Range**

- *Various irrigation systems*
  - *Automated pivot and linear systems, i.e.: Centerstar, Centerliner, Linestar*
  - *Irrigation machines, i.e.: Rainstar, A3 or ProRain*
  - *Traditional irrigation, i.e.: pipe systems and solid-set plants*
  - *Digital control solutions for a smart irrigation and slurry management (Signo 4.0, Smart Rain, Smart Touch)*
- *Slurry transportation (slurry tanks)*
- *Innovative slurry treatment: mixers, pumps, separators, composting and distribution*
- *Pipes and fittings*
- *Wastewater treatment and separation technology for the food and paper industry*
- *Components for Biogas plants*
- *BRU Bedding Recovery Unit*
- *Bauer self propelled technology*

### **Internet Services**

- *Configuration of all machines*
- *Ordering of all spare parts*

**For further information see:** [www.bauer-at.com](http://www.bauer-at.com), [www.bauer-br.com](http://www.bauer-br.com)



BAUER production site in São João da Boa Vista



# BAUER

*FOR A GREEN WORLD*



This low-pressure pivot irrigation system irrigates potatoes during the germination phase in Brazil