

The evolution from Italtollina to Hello Nature for a global approach to sustainable fertilization

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Quality, passion and innovation have always been our leading values. Operating today in more than 70 countries worldwide, with 4 production sites, 3 R&D Centers and many commercial offices, HELLO NATURE® offers a wide range of biotechnological and certified solutions for modern and sustainable agriculture including natural biostimulants of vegetal origin, beneficial microbials and organic fertilizers. Hello Nature's international R&D centers use the most cutting-edge technologies to study and translate the language of plants, and to understand their life, biology, needs and issues in order to find efficient and effective solutions for agriculture. With three international Research & Development Centers, HELLO NATURE employs cutting-edge technologies to develop innovative, effective and high-tech solutions for a more sustainable agriculture. Based on the ECO-EFFICIENCY model, HELLO NATURE's research philosophy respects the environment and production process efficiency for agricultural sustainability. The development process for new products focuses on the use of renewable resources and on the preservation of the most valuable ones, like water, soil quality and biodiversity. In order to create products that meet the highest quality standards and comply with ECO-EFFICIENCY principles, HELLO NATURE has established an advanced system to develop biostimulants, microbial inoculants and biofertilizers with high added value. This has been made possible by HELLO NATURE's intense in-house research activities and scientific collaboration with important institutions and international universities. The system is based on using the most advanced "omics" sciences, such as Phenomics, Metabolomics, Metagenomics and Transcriptomics.