

Bosch BASF reinforces smart farming values with novel brand for herbicide spraying

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As a joint venture between Bosch and BASF Digital Farming, Bosch BASF Smart Farming has launched its new brand name: ONE SMART SPRAY.

This distinctive new brand name also applies to its product, which was previously referred to as the Smart Spraying Solution. With the change in name, a new logo, visual identity, and messaging will be introduced in all markets worldwide.

The singular ONE SMART SPRAY brand was developed based on farmer feedback gathered in North America, South America, and Europe throughout the last 12 months, as field trials progressed towards full commercialization of the product.

“ONE SMART SPRAY as a brand brings together the value we create and our purpose, which is to offer one integrated, convenient, and reliable solution to make herbicide spraying precise and smart. The new brand supports our commercialization activities. Our new tagline “Precision Made Smart” brings our purpose to life: to take weed control to the next level by integrating precision, digital and agronomic intelligence into ONE solution” says Jorge von Kostrisch, Global Marketing & Communications Manager at ONE SMART SPRAY.

Florian Gwosdz, Co-Managing Director of ONE SMART SPRAY, says: "Back in 2021, Bosch BASF Smart Farming joined Bosch's hardware, software, and connectivity capabilities with BASF's digital and agronomic expertise. The new brand is our next step to scaling up in the market."

Konstantin Kretschun, Co-Managing Director of ONE SMART SPRAY, adds: "ONE SMART SPRAY is a camera-based system developed by Bosch that detects weeds in milliseconds and precisely sprays only where necessary and only as much as needed. Using field-specific data in a digital platform by Xarvio Digital Farming Solutions, ONE SMART SPRAY also offers customized agronomic recommendations, intelligent sensitivity levels, high-precision agronomic maps, automated documentation, and further features in ONE solution. This is truly smart weed control, which supports maximum input efficiency and sustainable farming practices."